

VETERANS ATTITUDE TRACKING STUDY 1983 WAVE I MAJOR
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MICROCOPY RESOLUTION TEST CHART
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VETERANS ATTITUDE TRACKING STUDY

1983

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MAJOR FINDINGS AND IMPLICATIONS

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**VETERANS ATTITUDE
TRACKING STUDY -- 1983
WAVE I**

MAJOR FINDINGS AND IMPLICATIONS

June, 1984

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FOREWORD

Introduction. The effective recruitment of people into the Armed Forces is dependent, in part, on reliable, valid and timely data about potential recruits. These data are needed to address key motivational and informational issues related to advertising, marketing and promotional efforts. Obtaining such information on the population of veterans recently separated from active duty who are eligible for re-enlistment is especially important given the declining size of the pool of non-prior service individuals available for military service. Veterans traditionally have been thought to be of value to the military because of their prior experience and training. The Veterans Attitude Tracking Study (VATS) is a survey of veterans of military service and is designed to meet the needs of those Department of Defense policymakers whose responsibilities include manning the United States Armed Forces.

The Ideal VATS Sample. In order to obtain information on veterans, a sample of veterans must first be surveyed. Under ideal conditions, those veterans surveyed would constitute a "random" sample of the universe of veterans available and acceptable for re-enlistment in the military. Ideally, such a sample would be representative of this universe of veterans. If the ideal were achieved, the findings derived from the sample would accurately reflect what the findings would have been if the entire universe of veterans had been censused.

Unfortunately, economic and practical constraints, such as time available to collect data and the lack of reliable addresses for recently separated veterans, make obtaining a truly "random" sample that is representative of the population very difficult. For the reasons outlined below, certain types of people were more likely to be interviewed than others.

The Obtained VATS Sample. There are three primary methods of obtaining survey interviews: by mail, in person, or by phone. Cost, time and sampling considerations have made telephone interviewing the method of choice for the VATS. For a veteran to be included in the survey, he or she, therefore, had to be reachable by telephone. Although considerable effort was exerted in tracking potential respondents, telephone numbers of approximately 55 percent of male names and 67 percent of female names could not be obtained. Furthermore, among male veterans for whom telephone numbers were obtained and to whom calls were attempted and repeated callbacks were made, only 33 percent resulted in completed interviews. The comparable figure for female veterans is 38 percent.

That only a small subset of the population was actually interviewed is not necessarily troublesome. (The ratio of male names originally supplied to the pre-established quota of completed interviews was 25 to 1.) What can be troublesome is that all types of individuals were not equally likely to be interviewed. For example, some types of individuals could not be located, and, therefore, were not represented in the sample. Some such individuals are those who:

- Had no telephone,
- Had an unlisted telephone number, or
- Had a telephone that was listed in someone else's name.

Other types of individuals were very difficult to locate, and, therefore, are probably underrepresented in the sample. Examples of such individuals are those who:

- Changed their name because of marriage or through other legal action, or
- Had moved and had not provided DoD with their most recent address.

The unequal probability of locating and interviewing certain veterans resulted in certain identifiable and possible unidentifiable biases being introduced into the VATS sample. Yet, given the methodological, financial and time constraints of the VATS, or of any other similar study, the data obtained are the best that could be obtained.

Obtaining a truly representative sample is the ideal, but if this is not possible (as is often the case in survey research), the best alternative is to have a sample in which many of the inherent biases are identifiable. The latter is achievable in the VATS.

Selected demographic data on both the universe of veterans and the sample are available. (Such data are usually good indicators of important cultural, economic, attitudinal and motivational factors.) Some ways in which the obtained sample of veterans deviates from the universe of veterans can, therefore, be isolated. An analysis which compared the obtained VATS sample to the universe of veterans showed that, relative to the universe of veterans, the male and female veterans sampled:

- Have more formal education,
- Are more likely to be white,
- Are older, and
- Had a higher pay grade upon separation.

Furthermore, female veterans sampled are characterized by longer active military service than the universe of female veterans, and male veterans sampled have a higher mental category than the universe of male veterans.

On the basis of these findings, it is clear that the sampling biases noted earlier resulted in the obtained VATS sample deviating from the universe of veterans. This does not, however, negate the usefulness of the VATS data, but rather narrows the area of application. In other words, as discussed below, the sampling bias must be kept in mind when interpreting the results derived from the sample.

Implications of the Sampling Bias on the VATS Analysis. A note of caution must be sounded with respect to the interpretation and use of results obtained from the VATS data. In order to draw conclusions from the survey data collected, established statistical tests were applied. This is standard procedure even when the sample obtained is known to deviate from strict representativeness. Yet, as the VATS sample is known to not be strictly representative, considerable judgment must be exercised in the inferences that can be drawn from the results, as the bias introduced into the sample may not be trivial.

In the case of the current VATS, judgment and caution have been exercised in the analysis, evaluation, and presentation of the data. Nevertheless, the reader should keep in mind the potential bias when evaluating the findings presented in this report. Findings described as reliable should be viewed cautiously. Formulation of policy should employ corroborative data and research from additional sources and should not rely only on the data presented in this report.

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EXECUTIVE SUMMARY

This study is a continuation and expansion of a series of annual surveys designed to determine the propensity of veterans to enlist in the Selected Reserve Forces (Reserve Components)¹⁾. This year the scope of the study was expanded to include veterans' propensity to re-enlist in the Active Forces.

The goals and objectives of the 1983 Veterans Attitude Tracking Study include determining:

- The level of Reserve Components and Active Forces propensity²⁾ and the profiles of those with positive propensity,
- Factors that differentiate those with Reserve Components and Active Forces propensity, and
- The influence of work-related variables and of significant individuals on propensity.

The Sample. Data were collected using WATS line telephone interviews from 5 October 1983 to 18 November 1983 from 3,989 veteran men and 1,262 veteran women who had been separated from active duty after at least two years.³⁾ Women who served in the Marine Corps were not surveyed because of their rarity in the population.

A comparison of selected sample characteristics to those of the population of veterans from which the sample was drawn indicated that the sample does not perfectly reflect the population of veterans but reflects a more mature and highly educated subset of that population. Consequently, generalization from the sample data to the entire universe of veterans is inappropriate. This should be kept in mind when evaluating the practical significance of the study's findings.

- 1) Data on veterans' propensity to enlist in the Reserve Components are available for 1978-1982 from the Reserve Component Attitude Study (RCAS). For a discussion of the comparability of this year's data to the RCAS series, see Appendix A. (Data on the Reserve Components propensity of non-prior service individuals were also obtained in 1978-1982.)
- 2) The computation of the overall Reserve Components and Active Forces propensity measures are discussed in detail in the "Definitions" section of Chapter 2.
- 3) Other criteria for inclusion in the sample were being eligible for re-enlistment and not being in the Reserve Components or Active Forces (or awaiting assignment) at the time of the survey. In addition, men were Mental Category IV or higher. (Mental Category classifications for the female sample are not available.)

RESERVE COMPONENTS PROPENSITY (Chapter 3)

Propensity to Enlist in the Reserve Components

Twenty-two percent (22%) of the male veterans sampled and 24 percent of the female veterans sampled indicate they will definitely or probably enlist in at least one of the Reserve Components.¹⁾

PROPENSITY TO ENLIST IN THE RESERVE COMPONENTS

<u>COMPONENT</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Probably or definitely enlist	<u>22.4</u>	<u>24.2</u>
Definitely enlist	1.9	3.4
Probably enlist	20.5	20.9
Probably not enlist	27.7	23.8
Definitely not enlist	50.0	52.0

Propensity to enlist in specific Reserve Components is shown in the table below.

PROPENSITY TO ENLIST IN SPECIFIC RESERVE COMPONENTS (PERCENTAGE WITH POSITIVE PROPENSITY)

<u>COMPONENT</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Army National Guard	9.6	8.2
Army Reserve	9.0	9.5
Naval Reserve	6.3	8.5
Marine Corps Reserve	4.1	1.42)
Air National Guard	7.7	10.1
Air Force Reserve	8.3	11.9

- 1) There is no evidence of a reliable shift in Reserve Components propensity before and after the bombing of the Marine Corps headquarters in Beirut, among either veteran men or women.
- 2) Because women with prior service in the Marine Corps were not interviewed, propensity of the female sample for the Marine Corps Reserve is not comparable to that for other components, veterans of which are included in the sample.

Top-of-Mind Propensity

Before being asked any propensity questions, respondents were asked to indicate their plans for the next few years. Three percent (3%) of the men and of the women sampled mentioned joining the military. Approximately 1 percent of each sample indicated a preference for the National Guard or Reserve Forces.

Demographic and Experiential Profiles, by Propensity

Unlike those with negative Reserve Components propensity, veteran men and women with positive propensity are more likely to be unaware of their father's education level, be a member of a racial or ethnic minority group, be single, and not to be homeowners.

Veteran men and women with positive propensity are also more likely than those with negative propensity to report being satisfied with their overall military experience, with the skills they obtained in the service and with their pay grade or rank upon separation. Those with positive propensity also report lower satisfaction with ability to meet civilian financial needs.

Propensity and Awareness of Options Available if One Relocates

Approximately 31 percent of veterans sampled were unaware of the ability to transfer or go inactive if they joined the Reserve Components and then moved to another geographic area.

Those unaware of options available to Reserve Components members who relocate were asked what their propensity would be if they were allowed to transfer or go inactive upon moving a substantial distance. Responses to this question were used to adjust the standard propensity measure.

- For veteran men, adjusted propensity increases from 24 percent to 26 percent.¹⁾
- For veteran women, adjusted propensity increases from 23 percent to 27 percent.²⁾

1,2) Baseline propensity for the subset of respondents asked these questions differs somewhat from the baseline propensity of the entire sample.

ACTIVE FORCES PROPENSITY (Chapter 4)

Propensity to Enlist in the Active Forces

Thirteen percent (13%) of veteran men and 14 percent of veteran women indicate they will definitely or probably enlist in the Active Forces.¹⁾

PROPENSITY TO ENLIST IN THE ACTIVE FORCES

<u>COMPONENT</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Probably or definitely enlist	<u>12.8</u>	<u>14.1</u>
Definitely enlist	1.7	2.1
Probably enlist	11.1	12.0
Probably not enlist	22.3	17.2
Definitely not enlist	64.9	68.7

Propensity to enlist in specific branches of the Active Forces is shown in the table below.

PROPENSITY TO RE-ENLIST IN SPECIFIC ACTIVE FORCES BRANCHES (PERCENTAGE WITH POSITIVE PROPENSITY)

<u>BRANCH</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Army	5.5	6.1
Navy	3.8	5.2
Marine Corps	2.6	1.22)
Air Force	6.2	8.6
Coast Guard ³⁾	4.4	3.3

- 1) There is no evidence of a reliable shift in the Active Forces propensity among veteran men before and after the bombing of the Marine Corps headquarters in Beirut. Among veteran women, however, propensity decreases after the incident from 16 percent to 12 percent.
- 2) Because women with prior service in the Marine Corps were not sampled, propensity of the female sample for the Marine Corps is not comparable to propensity for other branches, veterans of which are included in the sample.
- 3) Not included in overall Active Forces propensity.

Top-of-Mind Propensity

As noted earlier, respondents were asked to indicate their plans for the next few years before being asked any propensity questions. Two percent (2%) of the men and of the women indicate top-of-mind propensity for the Active Forces.

Demographic and Experiential Profiles, by Propensity

Veteran men and women with positive Active Forces propensity are more likely than those with negative propensity to be unaware of their father's education, be a member of a racial or ethnic minority group, and be single.

Both men and women with positive propensity are also more likely than those with negative propensity to report being satisfied with their overall military experience and with the skills obtained in the service. Those with positive propensity also report lower satisfaction with ability to meet their civilian financial needs.

Propensity to Re-Enlist for Four Years

The standard Active Forces propensity measure is derived from responses to questions that do not specify the number of years one would be required to serve. Among men, specification of a four year re-enlistment term is associated with a small but reliable decrease in propensity from 13 percent to 12 percent.¹⁾

1) Caution should be exercised when comparing the two propensity measures. The four-year measure represents a response to a single question, whereas the standard measure is derived from the most positive response to a series of four questions.

COMPARISON OF ACTIVE FORCES AND RESERVE COMPONENTS PROPENSITY
(Chapter 5)

Overlap Between the Active Forces and Reserve Components Markets

Approximately 36 percent of all men with positive propensity and 40 percent of all women with positive propensity indicate propensity both for the Reserve Components and for the Active Forces.

ACTIVE FORCES AND RESERVE COMPONENTS PROPENSITY SEGMENTS

	<u>PERCENTAGE OF TOTAL SAMPLE</u>		<u>PERCENTAGE OF THOSE WITH POSITIVE PROPENSITY</u>	
	<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)	(1028)	(345)
Some positive propensity	25.9	27.5	100.0	100.0
Positive Reserve Components and Active Forces	9.3	11.0	36.1	40.0
Positive Active Forces only	3.5	3.2	13.4	11.6
Positive Reserve Components only	13.1	13.3	50.5	48.4

Positive Propensity Segment Characteristics: Women

Women in the three positive propensity segments do not differ with regard to demographic characteristics. Women with positive propensity for both the Reserve Components and the Active Forces, however, are more likely than others to report high overall satisfaction with the military. Those with positive propensity only for the Reserve Components are most likely to report being satisfied with their ability to meet their financial needs as a civilian.

Positive Propensity Segment Characteristics: Men

Among veteran men, both demographic and pre- and post-separation experiences appear to differentiate the three segments along two dimensions -- satisfaction with military service, and success in civilian life.

Propensity for Both the Active Forces and the Reserve Components. Men with propensity for both the Active Forces and the Reserve Components appear to be somewhat dissatisfied with civilian life. They are also the least well educated of those with positive propensity. They report relatively high overall satisfaction with the military, yet they also report receiving their last promotion later, compared to others.

The financial status of those with propensity for both the Active and Reserve Forces is highly similar to that of individuals with propensity only for the Active Forces. (See below.)

Propensity for the Active Forces Only. Men with Active Forces propensity are relatively well educated (47 percent have more than a high school education). Their income as civilians is relatively low, however. They do not report especially high overall satisfaction with the service, despite feeling they received their last service promotion early, compared to others. Given their relatively low civilian incomes and relatively early promotions in the military, these veterans may feel that there is more career opportunity for them in the service than in civilian life.

Propensity for the Reserve Components Only. Men with Reserve Components propensity only are the most financially successful veterans among the segments reviewed here. They are more likely than others to be homeowners. They also report less difficulty finding an appropriate job, relatively high income, and high overall financial satisfaction. Given their relative economic success and satisfaction as civilians, their propensity for the Reserve Components may not necessarily be highly motivated by financial factors.

WORK-RELATED VARIABLES AND PROPENSITY
(Chapter 6)

Differences in the relationship of work-related variables to Reserve Components and Active Forces propensity suggest that male veterans regard participation in the Reserve Components as an activity that complements their civilian employment. In contrast, they appear to regard the Active Forces as an alternative to full-time civilian employment. Men who perceive their civilian careers to be limited and their present jobs to be dissatisfying may regard re-enlistment in the Active Forces as especially appealing. These findings are discussed below in more detail. The patterns of relationships among work-related variables among women are similar to those among men, although somewhat less well-defined.

Reserve Components Propensity: Men

When the effects of other work-related variables are controlled, Reserve Components propensity is high among men who are dissatisfied with their present financial situation and among those who work in the public as opposed to the private sector. Those in the public sector are also more likely to report:

- Perceiving Reserve Components membership will not hurt one's civilian job (82 percent versus 75 percent),
- Perceiving their employers as having a positive policy regarding Reserve Components enlistment (60 percent versus 45 percent),
- Talking with supervisors about joining the Reserve Components (26 percent versus 14 percent), and
- Seeing posters or other literature indicating their employer supports the Reserve Components (28 percent versus 12 percent).

Active Forces Propensity: Men

When the effects of other work-related variables are controlled, Active Forces propensity is high among men who are dissatisfied with their financial situation and with their job. A reliable relationship between occupation at the time of the survey and propensity was not established. But there appears to be a relationship between anticipated type of employment and propensity.

**MARITAL STATUS OF VETERANS AND THE INFLUENCE OF A SPOUSE
(OR SIGNIFICANT OTHER INDIVIDUAL) ON PROPENSITY (Chapter 7)**

Marital Status

Fifty percent (50%) of the male veterans sampled and 60 percent of the female veterans sampled report being married at the time of the survey. (An additional 7 percent of the men and women, report having been married at an earlier time.)

Propensity and Spouse's Current Military Affiliation

Compared to currently unmarried veterans, those currently married have lower Reserve Components and Active Forces propensity. Perceived support from peers and others, however, appears to counteract the tendency of married veterans to have low propensity.

This conclusion is based on the pattern noted below of propensity among veterans with different marital statuses.

- Propensity of unmarried veterans is higher than that of veterans whose spouses are not currently affiliated with the military.
- Propensity of unmarried veterans is not, however, reliably higher than that of veterans whose spouses are currently affiliated with the military. (The friends of veterans whose spouses are currently in the military are perceived as highly supportive of re-involvement in the military.)

The Potential Influence of a Spouse's Favorability on Propensity

Many respondents indicate that their propensity would be higher if they believed their spouse, or another significant individual, would be very pleased by their enlistment:

- Among veteran men, Reserve Components propensity increases from 24 percent to 30 percent, and Active Forces propensity increases from 13 percent to 23 percent.¹⁾
- Among veteran women, Reserve Components propensity increases from 23 percent to 34 percent, and Active Forces propensity increases from 14 percent to 27 percent.²⁾

1,2) Baseline propensity for the subset of respondents asked these questions differs somewhat from the baseline propensity of the entire sample.

IMPLICATIONS AND RECOMMENDATIONS

The following implications and recommendations have been drawn from results discussed in this volume. These and other implications are discussed in more detail in each indicated chapter.¹⁾ The recommendations below are listed according to the chapters with which they are associated, not necessarily in order of importance.

Recommendation A (Chapter 3):

Increase veterans' awareness of the ability of Reserve Components members who relocate to transfer or go inactive.

The increase in propensity associated with the awareness of Reserve Components members' ability to go inactive or transfer upon relocation is based on all individuals being aware of the relevant policy. It may be helpful to make veterans aware of this policy before they leave the military and become more difficult to contact.

Recommendation B (Chapters 4, 5 and 6):

Emphasize the Active Forces as a full-time job that is a route to financial security and success.

It may be helpful to continue to emphasize that service in the Active Forces can be instrumental in realizing one's potential and in having one's expertise acknowledged.

Recommendation C (Chapters 3, 5, and 6):

Stress non-financial benefits of Reserve Components enlistment.

Reserve Components propensity appears to have a considerable non-financial component, and may reflect an interest in continuing involvement with other veterans in interesting military-related activities.

1) The findings and implications of the 1983 VATS are highly consistent with those of previous RCAS waves. (See RCAS, Wave V, "Key Recommendations" and "Appendix A: Summary of RCAS Findings and Recommendations.")

Recommendation D (Chapter 6):

Alleviate concerns that Reserve Component enlistment may hurt one's civilian job.

While this recommendation is particularly relevant to employment in the private sector, opportunities do remain for enhancing perceived employer support of Reserve Component membership in the public sector.

Recommendation E (Chapter 7):

Increase perceptions that spouses and significant others may regard a re-enlistment decision favorably.

Propensity increases considerably if veterans feel their spouse or another significant person would be very pleased by their re-entering the military.

1.0 ORIENTATION

1.1 Background

The Veterans Attitude Tracking Study (VATS) is a component of the Joint Market Research Program, a program of studies which contributes to policy formation and the development of recruiting marketing strategies. The military services provide input into this program of studies through the Joint Market Analysis and Research Committee (JMARC).

VATS has been designed to provide time series data about the propensity of veterans to enlist in the Selected Reserve Forces (Reserve Components) or to re-enlist in the Active Forces. VATS has also been designed to measure pertinent behavior such as contact with Reserve Components recruiters and the influence of financial incentives on enlisting in the Reserve Components or re-enlisting in the Active Forces. When such information has been provided in the past, it has been helpful in setting the recruiting goals of the Armed Forces.

The need for up-to-date information is especially salient today, given the trend toward economic improvement. The projected decline in the population of young non-prior service adults eligible for military service also necessitates current information on the prior service recruiting market.

The VATS is based on an earlier series of studies referred to as the Reserve Component Attitude Studies (RCAS). Reserve Component Attitude Studies were conducted annually from 1978 to 1982. These studies provided information on the propensity of veterans as well as of non-prior service individuals for the Selected Reserve Forces. The VATS is a continuation of RCAS in that the VATS also provides data on the Reserve Components propensity of veterans. The VATS differs from the earlier RCAS series in that

non-prior service individuals are not surveyed in the VATS. The VATS also differs from the RCAS series in its coverage of the Active Forces propensity of veterans. The previous RCAS series did not deal with Active Forces propensity.

1.2 Goals and Objectives of the 1983 Veterans Attitude Tracking Study

One of the primary goals of the VATS is to provide the Department of Defense (DoD) with descriptive information on veterans eligible for re-enlistment. Providing additional information on the determinants of propensity to re-enter the Active Forces or enter the Reserve Components is another of this study's primary goals.

The specific objectives of the 1983 VATS are noted below:

1. Determining the demographic characteristics of the relevant population of veterans,
2. Determining veterans' level of Active Forces and Reserve Components propensity.¹⁾
3. Exploring the influence of prior military experiences on propensity,
4. Differentiating individuals with Reserve Components propensity from those with Active Forces propensity,
5. Examining the role work-related variables play in propensity, and
6. Determining the role social support from spouses and other significant individuals plays in propensity.

1) This must be done in a way that allows year-to-year comparisons of propensity.

1.3 Data Collection

The data for this study were collected from 5 October to 18 November, 1983. Thirty-minute telephone interviews were conducted with 3,989 men and 1,262 women with prior military experience.¹⁾ Women who served actively in the Marine Corps were not surveyed because of their rarity in the population. The number of individuals sampled from each service and used in the analyses are shown below:

<u>BRANCH OF SERVICE</u>	<u>NUMBER OF COMPLETED INTERVIEWS</u>	<u>NUMBER OF INTERVIEWS USED IN THE ANALYSIS</u>
<u>MEN</u>		
Army	1104	1101
Navy	1105	1105
Marine Corps	674	673
Air Force	<u>1106</u>	<u>1105</u>
	3989	3984
<u>WOMEN</u>		
Army	452	450
Navy	309	309
Air Force	<u>501</u>	<u>501</u>
	1262	1260
TOTAL MEN AND WOMEN	5251	5244

1) Respondents who answered less than 85 percent of the questions not affected by designated skip patterns or for whom a propensity measure could not be computed were not included in the analyses. Of those interviews obtained, the number of interviews actually used in the analysis for men and women is 3,984 and 1,260, respectively.

1.4 Organization of this Report

An overview of the organization of this report is presented below.

<u>CHAPTER</u>	<u>TOPIC</u>
1	Background, as well as goals and objectives of the study.
2	Methods, procedures and definitions used in the study.
3	Enlistment propensity for the Reserve Components and related issues.
4	Re-enlistment propensity for the Active Forces and related issues.
5	Differences among those with propensity for the Reserve Components only, the Active Forces only, and for both the Reserve Components and the Active Forces.
6	The relationship of work-related variables to Reserve Components and Active Forces propensity.
7	Veterans' marital status and the potential influence spouses and other significant individuals may exert on propensity.

Implications for enhancing recruitment of veterans into the Reserve Components and into the Active Forces are presented and discussed at the end of each relevant chapter in the summary and implications section.

2.0 METHOD AND DEFINITIONS

Sample specifications, data collection and questionnaire development are covered in this chapter. Definitions of terms used throughout this report are presented at the end of this chapter.

2.1 The Sample

2.1.1 Sample Specifications. The sample is comprised of persons with prior military experience who were separated from active duty after at least two years of service, were eligible for re-enlistment, and were neither in the Selected Reserve nor had re-enlisted in the Active Forces at the time of the study.¹⁾ These criteria for inclusion in the study are the same as in the RCAS series noted earlier.

Certain sample specifications of the 1983 VATS, however, are not equivalent to prior RCAS waves. First, veteran men with Mental Category scores of I through IV are included in the 1983 VATS sample.²⁾ Only veteran men with Mental Category scores of I through III were included in the earlier RCAS series. In addition, the 1983 VATS set no maximum on the number of years a respondent had served actively. In contrast, veterans who had served actively for six years or more were excluded from the earlier RCAS waves. These changes in sample specifications make

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- 1) The sample data were weighted so that the ratio of individuals from each branch of service to the total number of individuals in the sample is equal to the comparable ratio in the veteran population. Unless otherwise specified, the data presented in this report have been weighted. Due to rounding, the number of weighted cases in an analysis is not necessarily the same as the number of unweighted cases.
 - 2) Mental Category classifications are not available for veteran women sampled.

direct comparisons of the 1983 and pre-1983 data inappropriate. For tracking purposes, however, Appendix A provides propensity data for the 1983 subsample that is comparable to the previous years' samples.

2.1.2 Data Collection. The data were collected from 5 October to 18 November, 1983, using WATS line telephone interviews of approximately 30 minutes duration. Interviews were conducted by experienced, professional interviewers.¹⁾ A profile of the demographic characteristics of the obtained sample can be found in Table 2-1.²⁾

2.1.3 The Obtained Sample. As the data were collected by telephone, only individuals reachable by telephone could be included in the sample. Although every attempt was made to contact all target respondents, certain types of individuals were difficult to locate or could not be located and, consequently, are underrepresented or not represented in the sample. Some such individuals are those who:

1. Had no telephone,
2. Had an unlisted telephone or whose telephone was listed in someone else's name,
3. Were transients, institutionalized or incarcerated,

-
- 1) A total of 77 hours of interviewing was monitored by ARBOR staff. Moreover, over 15 percent of each interviewer's work was validated. This validation involved calling a subset of respondents a second time and re-asking a set of questions.
 - 2) A comparison of demographic characteristics of the obtained sample and the original sampling frame can be found in the technical volume titled "Call Record Analysis and Related Technical Analyses," January 1984.

**TABLE 2-1: DEMOGRAPHIC AND EXPERIENTIAL PROFILE OF VETERANS SAMPLED
(IN PERCENT)**

<u>DEMOGRAPHIC VARIABLE</u>	<u>MALES</u>	<u>FEMALES</u>
BASE (N)	(3982)	(1260)
Average age (in years) ¹⁾	26.0	26.9
<u>Ethnicity²⁾</u>		
White	89.3	87.0
Black	8.2	10.6
Other	2.5	2.4
<u>Hispanic</u>	5.4	4.7
<u>Education³⁾</u>		
Less than high school graduate	2.1	0.2
High school or vo-tech graduate only	54.8	41.0
Some junior/community college	17.1	21.3
Some four-year college	20.8	28.6
College graduate or more	5.2	9.0
<u>Now Attending School</u>		
Working toward a specific degree	29.9	37.8
<u>Family Situation</u>		
Married	50.5	59.7
(Average number of dependents)	1.2	0.9
Own home	27.6	32.9
Mother has some college education ⁴⁾	20.5	20.9
Father has some college education ⁴⁾	27.4	25.3
<u>Employment</u>		
Employed	82.4	60.1
Unemployed and looking for work	10.2	12.7
Satisfied with present job ⁵⁾	78.8	76.8
Perceive finding an appropriate full-time job to be difficult	68.2	68.4
<u>Military Contacts</u>		
Talked to a Reserve Components recruiter within past year ⁶⁾	42.0	33.2
Close relative is career military	40.8	50.0
Have friend who recently joined or is considering joining military	22.9	21.5
<u>Past Military Service Experience</u>		
Satisfied with skills obtained in service	72.0	72.3
Satisfied with service (overall)	74.8	80.6

- 1) Veterans who served actively for six years or more were excluded from prior RCAS samples but not from the VATS sample. As a result, the average age of the VATS sample is somewhat older than for earlier RCAS samples.
- 2,3) Subcategories are mutually exclusive.
- 4) Includes junior/community college. Asked only of those respondents who lived with the relevant parent during most of first 14 years of life. Individuals who did not know the education of the relevant parent are excluded from the base.
- 5) Asked only of those who are employed.
- 6) The bases for this item are 1989 for men and 621 for women as the relevant item was included only in the Reserve Components questionnaire version (see page 2-8).

4. Failed to provide DoD with their most recent address or whose telephone number was otherwise not available, or
5. Provided DoD with their most recent address but whose DoD record had not yet been updated at the time the first-stage sample was drawn.

Unavailability of telephone listings for such individuals results in veterans with available current addresses or telephone listings who meet the other criteria discussed in Section 2.1.1 being the population of veterans to whom the VATS sample data are generalizable.

2.2 The Questionnaire

Items to be included in the 1983 VATS were chosen on the basis of:

- Results from earlier RCAS waves,
- The relationship of certain variables and propensity established in models developed in prior RCAS waves,
- Two pretests of the VATS questionnaire and factor analyses of selected pre-test data, and
- The goals and objectives of the 1983 VATS.¹⁾

1) Goals and objectives of the 1983 VATS are based on input from the Joint Market Analysis and Research Committee (JMARC), the Accession Policy Directorate in the Office of the Assistant Secretary of Defense (Manpower, Installations and Logistics) (OASD(MI&L)), other policy making agencies in the service staffs, and Office of Secretary of Defense (OSD).

In keeping with the goals and objectives of the 1983 VATS, the questionnaire covered a number of specific topics. Those topics listed below are covered in considerable detail in this report. Space and time constraints make detailed analysis of all issues covered in the 1983 VATS questionnaire untenable.

1. Demographic characteristics, including age, education, marital status and family background,
2. Propensity, including the elements of the standard Reserve Components and Active Forces propensity measures,¹⁾ top-of-mind propensity, and other measures of propensity,
3. Perceptions of prior military experience, including overall satisfaction and perceived fairness of promotional policies,
4. Employment, including employment status, sector of employment (public versus private), and perceptions of employer's attitudes toward Reserve Components enlistment, and
5. Social support for propensity, including anticipated reactions of spouses (or of significant other individuals) if one re-entered the military.

1) See the definition of standard propensity in the following section.

In order to deal effectively with the many issues of interest and their relationship to both Reserve Components and Active Forces propensity, two versions of the questionnaire were constructed. Both versions shared the same questions concerning demographic characteristics, propensity and pre/post separation experiences. The "Active" version included questions of particular relevance to propensity to re-enlist in the Active Forces, and the "Reserve Components" version included questions of particular relevance to propensity to enlist in the Reserve Components.

Several forms of each questionnaire version were developed to control for potential biases such as order effects. For example, when determining how likely an individual would be to enlist in the Reserve Components if offered a \$1,000, \$2,000 or \$3,000 bonus, half of the respondents were asked about the bonuses in the (ascending) order shown, and the others were asked the questions in the reverse (descending) order.

Additional forms of the Reserve Components questionnaire version were devised to control for other order and wording effects.¹⁾ The effect of a propensity question wording manipulation is discussed in Appendix C.

1) The sensitivity of the propensity question to differences in wording was examined. In half of the Reserve Components questionnaires, a particular bonus question regarding joining the Reserve Components for four years under three different bonus conditions was phrased "how likely would you be to enlist," while in the other half, "how likely would you be to join" was used.

2.3 Definitions

Throughout the remainder of this volume, several terms are used in a technical manner. Definitions of these terms are presented below:

2.3.1 Reserve Components. This term is used to refer to any or all of the following: Army National Guard, Army Reserve, Naval Reserve, Marine Corps Reserve, Air National Guard, and Air Force Reserve. It does not include the Coast Guard Reserve or the Individual Ready Reserve.

2.3.2 Reserve Components Enlistment Propensity. Reserve Components enlistment propensity is measured by asking respondents to indicate how likely, on a four-point scale, they are to join each of the National Guard and Reserve components (except the Coast Guard Reserve). The scale includes the positive responses of "definitely enlist," "probably enlist," and the negative responses of "probably not enlist," and "definitely not enlist."

Whenever the term "Reserve Components enlistment propensity" is used without further qualification, it refers to responses on this measure obtained prior to any discussion of possible policy changes or incentives.

Enlistment propensity for a given respondent is defined as the most positive response he or she gives to the six component questions (regarding enlistment in the Army National Guard, Army Reserve, Naval Reserve, Marine Corps Reserve, Air National Guard, and Air Force Reserve.) (The determination of propensity by taking the most positive response to any of the specific Reserve components results in the overall enlistment propensity of the total sample being more positive than the total sample's enlistment propensity toward any single Reserve component.) Individuals whose only answer to these enlistment questions is "Don't know" or who refuse to answer all of the questions were excluded from the analyses. (See page 1-3.)

Positive propensity individuals were defined as those who say they will "definitely enlist" or "probably enlist" in at least one of the six National Guard or Reserve components. Negative propensity individuals were defined as those who do not have positive propensity for any Reserve component.

2.3.3 Active Forces Enlistment Propensity.

Construction of the Active Forces propensity measure paralleled that of the Reserve Components propensity measure. Active Forces propensity for a given respondent is similarly defined as the most positive response given for any of the four branches (Army, Navy, Marine Corps, or Air Force).

2.3.4 Component. In this report, differences among the various Reserve Component units, such as the Army National Guard versus the Naval Reserve, are referred to as differences among "components."

2.3.5 Branch. Branch refers to the Active Military Force in which an individual served or might serve again -- the Army, Navy, Marine Corps, or Air Force.

2.3.6 Reliable Findings. Different samples drawn from the same population will vary somewhat from one another. As only one sample is usually available, it is, therefore, important to determine which sample results would be apparent in other samples drawn from the same population. If it can be determined that a finding would occur purely by chance less than 5 times if 100 different samples were drawn, the finding is considered reliable. Only findings that were determined to be reliable have been discussed in this report.

It should be noted, however, that reliability is a necessary, but not sufficient indication of a finding's practical significance. Practical significance must be judged by additional criteria such as consistency with other data, relative magnitude of differences or changes, relevance to management concerns, and potential utility in policy development or implementation. Given that the characteristics of the obtained VATS sample are known to differ somewhat from those of the population of veterans, it is especially important to keep these other issues in mind when evaluating the practical significance of the findings presented in this report.

3.0 ENLISTMENT PROPENSITY IN THE NATIONAL GUARD AND RESERVE FORCES

This chapter covers three main topics:

- 1) The propensity of male and female veterans toward enlisting in the National Guard or Reserve Forces, in general, and toward enlisting in specific Reserve components.
- 2) A profile of individuals who have positive Reserve Components propensity.
- 3) The impact on propensity of veterans becoming aware of the ability to transfer to another Reserve unit or go inactive if one moves to another geographic area.

3.1 Basic Data

The standard propensity measure discussed in Chapter 2 is the principal propensity measure. This measure has been used for year-to-year tracking and is the reference point used to evaluate the influence of various incentive programs and informational campaigns. Standard propensity will be discussed in detail in this chapter.

Two other methods were also used this year to assess propensity. These were:

- A zero to ten point measure of propensity, and
- Top-of-mind propensity.

A brief overview of these alternative propensity measures is also included in this chapter.

3.1.1 Standard Propensity. The percentages of male and female veterans with propensity to enlist in any component of the Selected Reserve Forces are shown in Table 3-1A. This table also shows the specific responses to the Reserve Component propensity measure.

- Among male veterans, 22 percent indicate they will probably or definitely enlist in at least one of the Reserve Components.
- Among female veterans, 24 percent indicate they will probably or definitely enlist in at least one of the Reserve Components.

TABLE 3-1A: PROPENSITY TO ENLIST IN THE RESERVE COMPONENTS

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Probably or definitely enlist	<u>22.4</u>	<u>24.2</u>
Definitely enlist	1.9	3.4
Probably enlist	20.5	20.9
Probably not enlist	27.7	23.8
Definitely not enlist	50.0	52.0

When evaluating the figures on propensity, one should keep in mind that, based on data on the population of veterans, individuals from a ethnic or racial minority are underrepresented in the sample. Such individuals, however, are more likely than those who are white to have positive propensity. (See Table 3-7.) Consequently, the sample data on propensity may underestimate propensity among the population of veterans.

Approximately 60 percent of the interviews were conducted before the bombing of the Marine Corps headquarters in Beirut and the military action in Grenada. The remaining 40 percent were conducted subsequently. This coincidence of timing enabled the immediate effect of the incidents on propensity to be examined.¹⁾

**TABLE 3-1B: RESERVE COMPONENTS PROPENSITY:
BEFORE AND AFTER THE BEIRUT BOMBING**

<u>SAMPLE</u>	<u>INTERVIEW PERIOD</u>			
	<u>BEFORE</u>		<u>AFTER</u>	
	<u>BEIRUT BOMBING</u>		<u>BEIRUT BOMBING</u>	
	<u>(BASE)</u>	<u>%</u>	<u>(BASE)</u>	<u>%</u>
Men	(2481)	23.0	(1501)	21.3
Women	(730)	25.0	(530)	23.3

Propensity before and after the bombing of the Marine Corps headquarters in Beirut is shown above in Table 3-1B. There is no evidence of a reliable difference in Reserve Components propensity before and after the incident.

¹⁾ As the bombing of the Marine Corps headquarters (23 October 1983) preceded the invasion of Grenada, the date of the Beirut bombing was used as the criterion for dividing the sample for a pre/post comparison of propensity.

3.1.2 Positive Propensity for Specific Reserve Components.

Table 3-2 shows the percentage of male and female veterans with positive propensity toward enlisting in specific Reserve components.

- Among male veterans, 9 percent or more have positive propensity for the Reserve components associated with the Army.
- Among female veterans, over 10 percent have positive propensity for those components associated with the Air Force.

**TABLE 3-2: PROPENSITY TO ENLIST IN SPECIFIC
RESERVE COMPONENTS**
(PERCENTAGE WITH POSITIVE PROPENSITY)

<u>COMPONENT</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Army National Guard	9.6	8.2
Army Reserve	9.0	9.5
Naval Reserve	6.3	8.5
Marine Corps Reserve	4.1	1.4 ¹⁾
Air National Guard	7.7	10.1
Air Force Reserve	8.3	11.9

- 1) Women with prior service in the Marine Corps were not interviewed. As shown in Table 3-3, veterans have the highest propensity for Reserve components associated with the branch of the Active Forces in which they served. Consequently, propensity of female veterans for the Marine Corps Reserve is not necessarily comparable to propensity for other Reserve components.

Table 3-3 shows the percentage of veteran men and women with positive propensity for enlisting in only one of the Reserve Components. Examination of Tables 3-2 and 3-3 indicates that most individuals who have positive propensity for the Reserve Components have positive propensity for more than one of the specific components.

TABLE 3-3: PROPENSITY TO ENLIST IN
ONLY ONE RESERVE COMPONENT
(PERCENTAGE WITH POSITIVE PROPENSITY)

<u>COMPONENT</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Army National Guard	0.2	0.1
Army Reserve	1.5	0.6
Naval Reserve	1.8	3.0
Marine Corps Reserve	1.4	2.5
Air National Guard	1.4	0.0
Air Force Reserve	2.8	3.2

Propensity data for a specific Reserve component such as the Army Reserve are likely to be affected by the degree to which veterans from the associated branch of service (the Army in this case) are represented in the sample. Therefore, propensity of veterans from different branches of prior service for each Reserve component is also shown. (See Table 3-4.)

As may be seen by examination of the underlined entries in each row of Table 3-4, both male and female veterans have the highest propensity for those Reserve components associated with their prior branch of military service.

**TABLE 3-4: PROPENSITY TOWARD SPECIFIC
RESERVE COMPONENTS, BY BRANCH OF SERVICE¹⁾**
(PERCENTAGE WITH POSITIVE PROPENSITY)

SAMPLE AND PREVIOUS BRANCH OF SERVICE	N	RESERVE COMPONENT					
		ARMY NATIONAL GUARD	ARMY RESERVE	NAVAL RESERVE	MARINE CORPS RESERVE	AIR NATIONAL GUARD	AIR FORCE RESERVE
MALES							
Army	1101	<u>19.5</u>	<u>21.4²⁾</u>	3.0	3.2	8.0	7.8
Navy	1105	3.5	2.2	<u>13.2</u>	0.6	2.8	3.0
Marine Corps	673	8.2	4.6	4.9	<u>20.0</u>	7.0	5.8
Air Force	1105	4.8	3.5	2.3	1.0	<u>14.6</u>	<u>17.6³⁾</u>
FEMALES							
Army	450	<u>14.6</u>	<u>21.6²⁾</u>	5.1	2.2	8.7	9.1
Navy	309	3.2	1.6	<u>22.0</u>	1.6	4.2	5.2
Air Force	501	4.8	2.6	4.2	0.4	14.7	18.3 ³⁾

- 1) Based on unweighted data. (Data weighted by branch of previous service are necessary when evaluating veterans as a group, not when comparing veterans from different branches of the service.)
- 2) 13.9 percent of Army veteran men and 11.3 percent of Army veteran women have propensity for both the Army National Guard and the Army Reserve.
- 3) 11.6 percent of Air Force veteran men and 11.2 percent of Air Force veteran women have propensity for both the Air National Guard and the Air Force Reserve.

3.2 Other Measures of Reserve Components Propensity

3.2.1 Distribution of the Zero to Ten Point Scale. Veterans were asked to give an overall probability from zero (lowest) to ten (highest) of their serving in the Reserve Components in the next few years. The responses of men and women to this alternative propensity measure are shown below.

**TABLE 3-5: RESPONSES TO THE ZERO TO TEN
RESERVE COMPONENTS PROPENSITY MEASURE¹⁾**

<u>RESPONSE</u>	<u>SAMPLE</u>			
	<u>MEN</u>		<u>WOMEN</u>	
	<u>%</u>	<u>CUMULATIVE %</u>	<u>%</u>	<u>CUMULATIVE %</u>
(BASE)	(1989)		(621)	
Ten (highest)	1.8	1.8	2.5	2.5
Nine	0.8	2.6	0.8	3.3
Eight	3.5	6.1	4.6	7.9
Seven	3.4	9.5	3.4	11.3
Six	3.5	13.0	2.9	14.2
Five	11.7	24.7	8.7	22.9
Four	5.4	30.1	5.1	28.0
Three	9.2	39.3	7.6	35.6
Two	8.1	47.4	7.0	42.6
One	7.9	55.3	7.3	49.9
Zero (lowest)	44.7	100.0	49.9	100.0
Mean	2.3	--	2.2	--

1) The relevant question was asked of the respondents who completed the Reserve Components questionnaire version. Respondents who completed the Active questionnaire version were asked a parallel question regarding the Active Forces.

Responses to the zero to ten propensity measure among male veterans indicate that:

- Approximately 25 percent respond with a rating of five or greater, and
- Forty-five percent (45%) indicate there is zero probability of their enlisting in the Reserve Components.

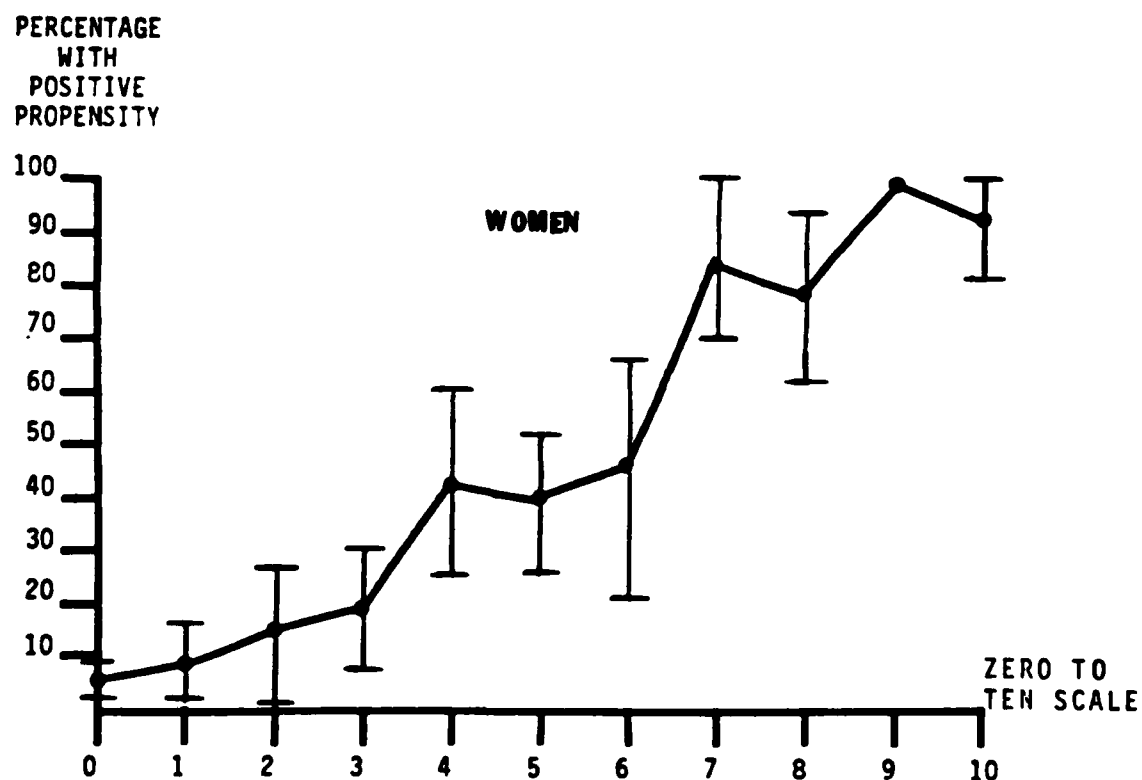
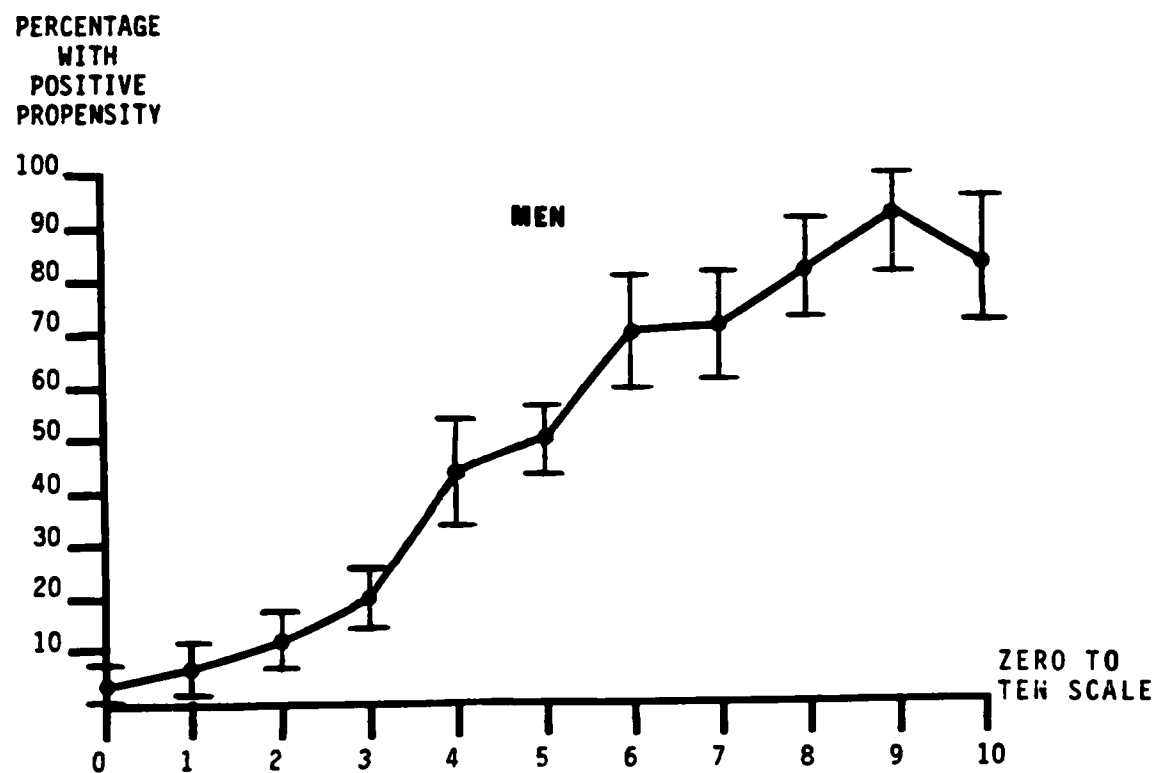
Among female veterans:

- Twenty-three percent (23%) respond with a rating of five or greater, and
- Fifty percent (50%) indicate there is zero probability of their enlisting in the Reserve Components.

3.2.2 The Relationship of the Zero to Ten Point Scale and the Standard Reserve Components Propensity Measure. Responses to the standard propensity measure and the zero to ten point scale were correlated in order to examine their interrelationship. The Pearson correlation coefficient between the two measures is .686 for the male sample, and .674 for the female sample. The relationship between the measures is depicted graphically in Figure 3-1.

Although the two propensity measures, in question, are clearly related, less than half of the variation (approximately 45 percent) of each of the measures is accounted for by common factors. In other words, there is some degree of discrepancy between responses individuals give to the two propensity measures.

**FIGURE 3-1: PERCENTAGE WITH POSITIVE RESERVE COMPONENTS
PROPENSITY AT EACH LEVEL OF THE ZERO TO TEN POINT SCALE**



I Indicates the 95% confidence interval of the proportion.

3.2.3 Top-of-Mind Reserve Components Propensity. Respondents were asked to indicate their plans for the next few years before being asked any enlistment-related questions. Those who mentioned joining the military were then asked their choice of service. The percentage of individuals who mentioned joining the military in response to this question and whose first choice of military service was the National Guard or Reserve Forces are shown in Table 3-6.

TABLE 3-6: TOP-OF-MIND RESERVE COMPONENTS PROPENSITY
(IN PERCENT)

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Mention joining the military	3.0	3.3
Prefer the:		
National Guard	0.2 0.8	0.2 1.0
Reserve Forces	0.6	0.8

As shown in the table above, approximately 3 percent of the male and female veterans mention (unaided) that they may join the military in the next few years. Among both male and female veterans, the percentage mentioning joining the National Guard or Reserve Forces as their first choice of service is one percent or less of the total sample.

3.3 Demographic and Experiential Profiles

Designing policies to enhance accessions of veterans into the Reserve Components may be facilitated by examining characteristics that differentiate individuals with positive propensity from those with negative propensity. If positive and negative propensity individuals are found to differ, separate methods for enhancing accessions among positive propensity individuals and among those with initial negative propensity may be designed, focusing on different areas, as appropriate. In this section, the presence of differences between positive and negative propensity individuals on both demographic characteristics and pre- and post-military separation experiences are examined.

3.3.1 Demographic Profiles of Positive and Negative Propensity Veterans (Reserve Components). The overall demographic profiles of male and female veterans with positive propensity for the Reserve Components differ from those with negative propensity. The demographic profiles of veteran men and women with positive and negative propensity for the Reserve Components are shown in Table 3-7 on the following page. As shown in that table, veteran men and women with positive Reserve Components propensity are more likely than those with negative propensity to:

- Be unaware of their father's education level,
- Be a member of a racial or ethnic minority group,
- Be single, and
- Not to be home owners.

Positive propensity male and female veterans also differ from those with negative propensity in perceiving finding work in their occupational area to be more difficult.

**TABLE 3-7: DEMOGRAPHIC CHARACTERISTICS OF INDIVIDUALS,
BY RESERVE COMPONENTS PROPENSITY¹⁾**

DEMOGRAPHIC VARIABLE	MALES WITH:		FEMALES WITH:	
	POSITIVE PROPENSITY	NEGATIVE PROPENSITY	POSITIVE PROPENSITY	NEGATIVE PROPENSITY
BASE (N)	(890)	(3081)	(302)	(951)
<u>Proportion</u>				
Lived with mother first fourteen years of life and know mother's education	.94	.95	.94	.96
Lived with father first fourteen years of life and know father's education	.86	.89*	.81	.87*
Employed	.79	.83*	.57	.61
White ²⁾	.73	.87*	.75	.85*
Currently attending school and using financial assistance	.20	.26*	.30	.34
Mother has more than high school education	.19	.21	.23	.23
Father has more than high school education	.24	.27	.17	.26*
Has more than high school education	.45	.48	.56	.63
Know veteran who re-entered the military within past 6 months	.29*	.21	.24	.20
Married	.46	.52*	.52	.62*
Has working spouse	.31	.33	.47	.57
Own home	.24	.29*	.27	.35*
<u>Mean</u>				
Age (in years)	25.8	26.1*	26.6	27.0
Number of hours worked per week by employed individuals	42.6	42.2	37.5	36.5
Perceived difficulty of finding work in occupational area ³⁾	3.02*	2.88	3.11*	2.82
<u>Median</u>				
Work weekends ⁴⁾	2.6	2.8	0.8	0.9
1982 pre-tax income of individuals employed full-time	\$12,705	\$14,935	\$10,952	\$12,212
Number of dependents	0.7	0.8	0.5	0.7*

* Indicates a reliable difference between those with positive and negative propensity

1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.

2) Not of Hispanic origin.

3) 1 = very easy, 4 = very difficult.

4) 5 = every week, 0 = never; not employed.

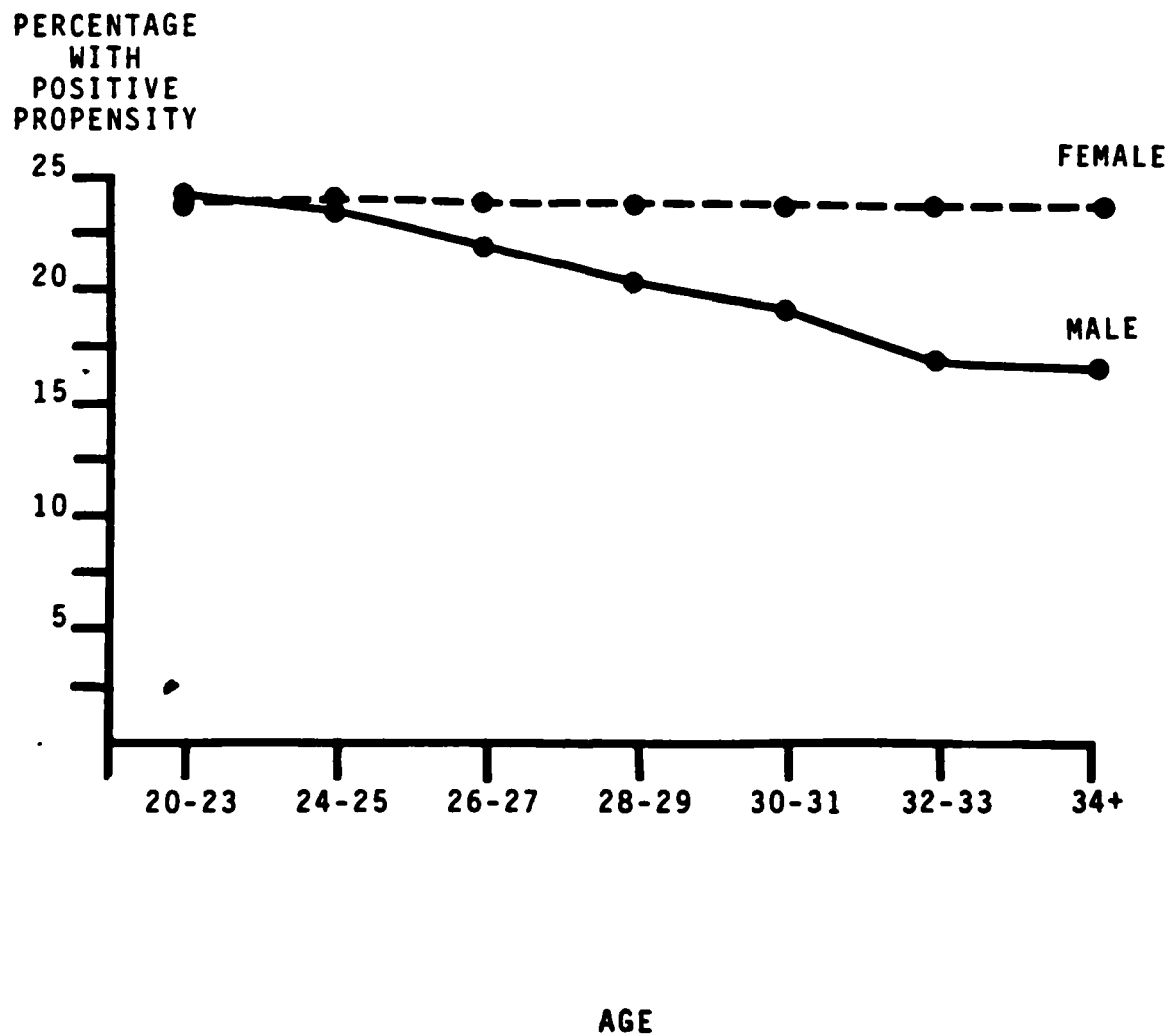
Veteran women with positive propensity also differ from those with negative propensity in having more dependents. Several additional variables differentiate veteran men with positive propensity and negative propensity, but not veteran women. Specifically, positive propensity veteran men:

- Are less likely to be employed,
- Are more likely to be attending school and using financial aid,
- Report lower 1982 pre-tax income, and
- Are more likely to know a veteran or veterans who recently re-entered the military.

Positive propensity veterans also appear to be younger than those with negative propensity. Length of previous military service may be affecting this apparent relationship of age and propensity, however. Specifically, older veterans are likely to have served actively in the military for a longer period of time. The relationship of age and propensity was therefore examined while holding length of military service constant.

The percentage of individuals in each age group with positive propensity (controlling for length of service) is depicted in Figure 3-2. Although propensity among male veterans appears to decrease as age increases, these data do not indicate a reliable decrease in propensity as age increases.

**FIGURE 3-2: THE RELATIONSHIP OF RESERVE COMPONENTS PROPENSITY
AND AGE, CONTROLLING LENGTH OF ACTIVE MILITARY SERVICE**



3.3.2 Reported Pre- and Post-Separation Experiences of Positive and Negative Propensity Veterans (Reserve Components).

Propensity to re-enter the military may be related to previous military experience, since the veterans sampled have spent a minimum of two years in active military service. Factors related to civilian employment may also influence propensity as the time demands and monetary rewards of the Reserve Components may be perceived as similar to those of a part-time job. The reported military and civilian experiences (pre- and post-separation experiences) of veterans were therefore examined to determine whether such factors differentiate positive and negative propensity individuals.

The reported pre- and post-separation experiences of veteran men and women with positive and negative propensity are shown in Table 3-8, on the following page.

**TABLE 3-8: REPORTED PRE- AND POST-SEPARATION EXPERIENCES,
BY RESERVE COMPONENTS PROPENSITY¹⁾**

VARIABLE	MALES WITH:		FEMALES WITH:	
	POSITIVE PROPENSITY	NEGATIVE PROPENSITY	POSITIVE PROPENSITY	NEGATIVE PROPENSITY
BASE (N)	(894)	(3079)	(301)	(950)
<u>Mean</u>				
Years of Active Military service ²⁾	4.5	4.8*	4.8	4.8
Months since separation ³⁾	26.5	28.6*	22.4	25.8*
Overall satisfaction with the service ⁴⁾	4.16*	3.73	4.36*	3.94
Satisfaction with skills obtained in service ⁴⁾	3.99*	3.74	4.01*	3.77
Satisfaction with pay grade in service at separation ⁴⁾	3.91*	3.77	4.30*	4.01
Perceived time of last promotion ⁵⁾	2.30	2.33	2.26	2.34
Perceived use of skills in service ⁶⁾	4.19*	4.03	4.37	4.24
Usefulness of experience in service since separation ⁷⁾	2.44	2.41	2.42	2.38
Satisfaction with ability to meet financial needs ⁴⁾	3.36	3.78*	3.07	3.49*
<u>Proportion</u>				
Feel the military's promotion services were fair	.71	.70	.74	.71

* Indicates a reliable difference between those with positive and negative propensity.

1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.

2) 2 = 2 years to 2 years, 11 months; 10 = 10 years or more.

3) At the time the VATS data were collected, very few names of individuals who had separated from the service in 1983 were available. As a result, average months since separation for the VATS sample is slightly greater than in preceding RCAS studies.

4) 5 = very satisfied; 1 = very dissatisfied.

5) 3 = earlier than most people with the same years of service; 1 = later than most people with the same years of service.

6) 5 = all or most of the time; 1 = never.

7) 4 = very useful; 1 = not at all useful.

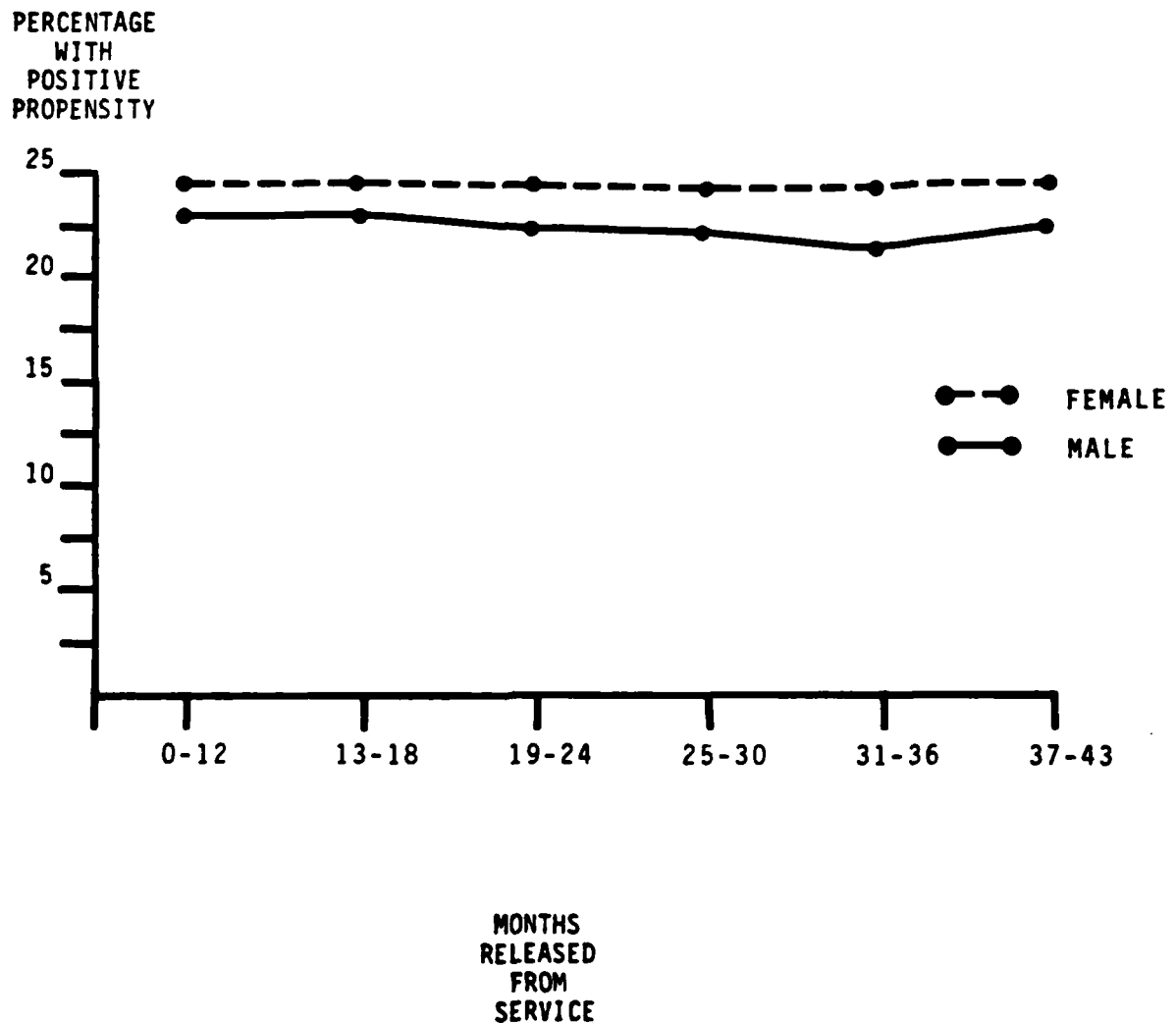
There is a reliable difference between the reported pre- and post-separation experiences of positive and negative propensity veterans. Male and female veterans with positive propensity are more likely than those with negative propensity to:

- Be satisfied with their overall military experience,
- Be satisfied with the skills they obtained in the service,
- Be satisfied with their pay grade or rank upon separation, and
- Be dissatisfied with their ability to meet their financial needs as a civilian.

Positive propensity men also appear to have been separated from the service more recently than negative propensity men. Yet, just as length of military service is not evenly distributed across all age categories (and therefore affects the relationship of age and propensity), length of military service is not evenly distributed across different separation dates. Length of military tenure may therefore be affecting the apparent relationship of propensity and length of separation from active military service. Consequently, the effect of active service tenure must be held constant to examine the true relationship of propensity and length of separation.

When length of active service is controlled, the apparent relationship between propensity and length of separation is no longer evident. (See Figure 3-3.)

**FIGURE 3-3: THE RELATIONSHIP OF RESERVE COMPONENTS PROPENSITY
AND LENGTH OF SEPARATION,
CONTROLLING LENGTH OF ACTIVE MILITARY SERVICE**



3.4 Enlistment Propensity and Awareness of the Ability to Transfer or Go Inactive if One Moves to Another Geographic Area¹⁾

Many veterans sampled are in relatively early stages of building civilian careers. (All veterans sampled have been separated from active duty for three and one-half years or less.) Men and women in that situation may hesitate to enlist in the Reserve Components if they feel such a commitment would hamper their careers. Knowledge of the ability to transfer or go inactive if one joins the Reserve Components and then moves to another geographic area was therefore assessed, as was the influence on propensity of becoming aware of this information.

TABLE 3-9: PERCEPTION OF ABILITY TO TRANSFER OR GO INACTIVE IF MOVED TO ANOTHER AREA

<u>PERCEPTION</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(1989)	(621)
Allowed	69.2	69.6
Not allowed	13.5	13.0
Don't know	17.2	17.4
	30.7	30.4

Respondents were asked whether Reserve Components members were allowed to transfer to another unit or to go inactive, if they move to another geographic area. As shown in Table 3-9, approximately 30 percent of both male and female veterans were unaware of the ability of Reserve Components members to transfer or go inactive if they move to another area.

1) The series of questions discussed in this section was asked of half of the total sample.

Those individuals who did not know Reserve Components members are allowed to transfer or go inactive if they move to another geographic area were asked a follow-up question:

"If it were possible to transfer or go inactive if you moved to another geographic area, how likely would you be to enlist?"

Responses to this question for male and female veterans are tabled below.

TABLE 3-10: PROPENSITY IF ALLOWED TO TRANSFER OR GO INACTIVE¹⁾

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(612)	(189)
Definitely or probably enlist	<u>16.5</u>	<u>20.6</u>
Definitely enlist	1.0	2.1
Probably enlist	15.5	18.5
Probably not enlist	32.6	28.6
Definitely not enlist	46.0	46.0
Don't know	4.9	4.8

1) Asked only of those unaware of Reserve Component members' ability to transfer or go inactive if they move to another geographic area.

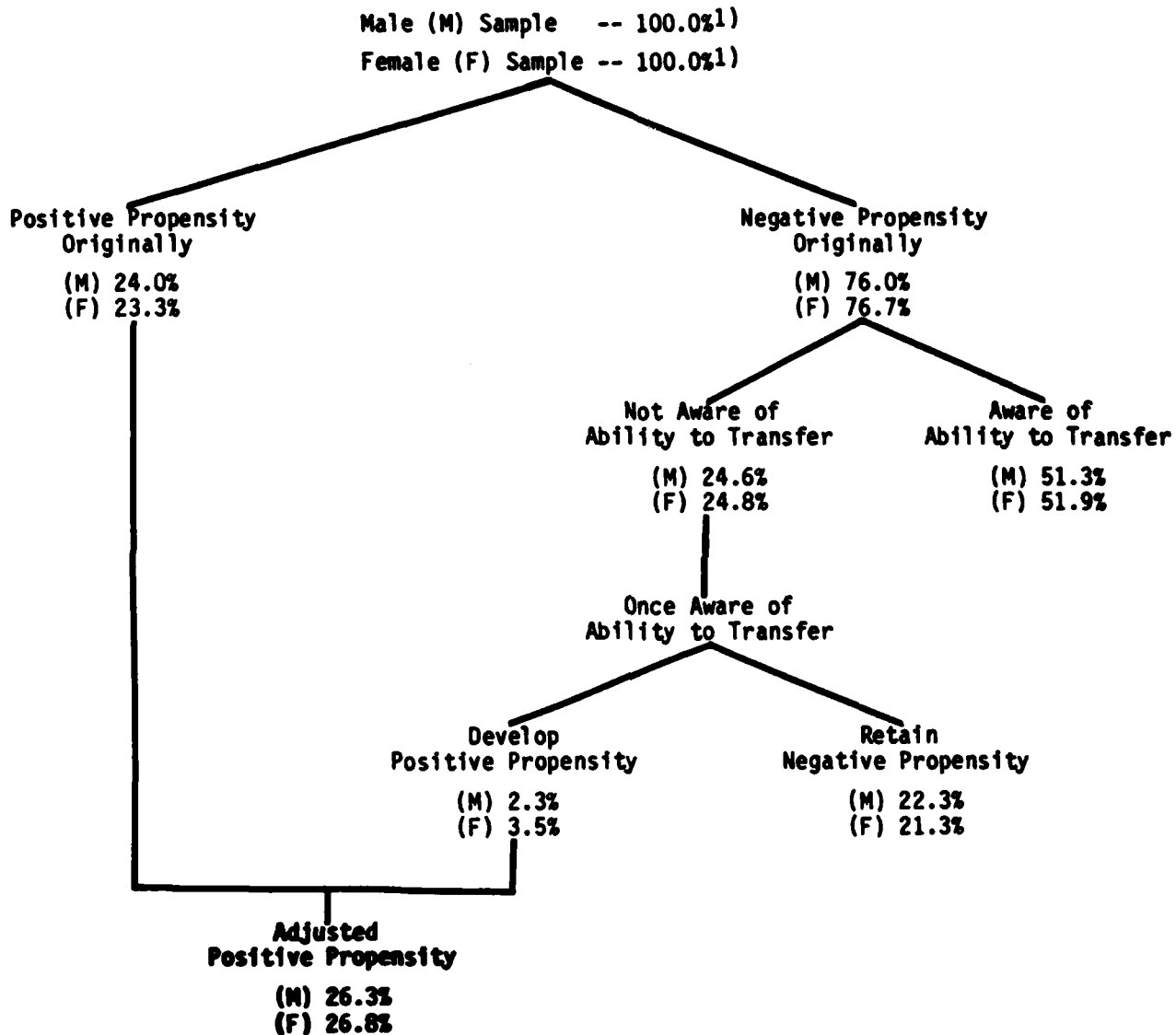
The responses to this question can be used in combination with the initial propensity data and the propensity of individuals already aware of the ability to transfer or go inactive to compute an adjusted propensity score (see Figure 3-4). This adjusted propensity score indicates what propensity would be if all veterans were aware of the ability of Reserve Component members who move to another geographic area to transfer or go inactive.

- For veteran men, adjusted propensity increases to 26 percent from an original propensity of 24¹⁾ percent.²⁾
- For veteran women, adjusted propensity increases to 27 percent from an original propensity of 23¹⁾ percent.²⁾

Concerning this analysis, it should be kept in mind that highly mobile veterans are likely to be underrepresented in the sample. Such highly mobile veterans, however, may be especially interested in the ability of Reserve Components members to go inactive if they move to another area. Caution should, therefore, be exercised when evaluating these data as they may be affected by the sampling bias discussed in the Foreword to this report.

-
- 1) Because questions relevant to transferring or going inactive were asked of only a subset of respondents, baseline standard propensity associated with this subsample differs somewhat from the baseline standard propensity of the entire sample.
 - 2) This adjusted propensity score is higher (reliably) than the standard propensity score for both men and women.

FIGURE 3-4: ADJUSTED PROPENSITY
(BASED ON ABILITY TO TRANSFER OR GO INACTIVE)



1) The questions needed to calculate "adjusted" propensity were asked of approximately half of the respondents: Sample sizes, 1989, for men; 621, for women.

3.5 Summary and Implications

This chapter was devoted primarily to the standard Reserve Components propensity of veteran men and women. Twenty-two percent (22%) of the veteran men sampled have positive propensity to enlist in at least one Reserve Component, and 24 percent of the veteran women sampled have positive propensity. As individuals who are members of a racial or ethnic minority group are known to be underrepresented in the sample and are also known to have higher propensity than those who are not members of a racial or ethnic minority group, these data may underestimate propensity in the population.

Approximately 60 percent of all respondents were interviewed before the bombing of the Marine Corps headquarters in Beirut, and the remaining 40 percent were interviewed thereafter. The immediate impact of this incident on propensity could therefore be ascertained. A reliable difference in propensity before and after the incident was not evident.

Profiles of individuals with positive propensity and those with negative propensity were also examined to determine whether positive and negative propensity individuals can be distinguished from one another.

Positive propensity veterans are more likely than those with negative propensity to be members of a racial or ethnic minority group, single, and non-homeowners. They are also more likely to report knowing a veteran(s) who re-entered the military and to report higher satisfaction with the military overall, as well as with the skills acquired and the paygrade achieved while in the military. Consequently, to market the Reserve Components to this group of already positively inclined individuals, it may be helpful to position the Reserve Components as a good source of second income that will enable them to be with other veterans who had similar positive experiences while in the military.

The relationship between Reserve Components enlistment propensity and the ability of Reserve Components members to go inactive or transfer if they move to another geographic area was also explored in this chapter. The standard propensity measure was adjusted by including individuals who originally had negative propensity but who developed positive propensity once they became aware of Reserve Components members' ability to transfer or go inactive upon moving to another geographic area.

When adjusted in this way, propensity among male veterans increases from 24 percent to 26 percent. Among women, the increase is from 23 percent to 27 percent. Thus, a campaign that would increase awareness that Reserve Component members can transfer or go inactive if they move to another geographic area could be expected to increase propensity.

The actual increase in propensity due to such a campaign may, however, deviate somewhat from these estimates because of two potentially contradicting tendencies noted below.

First, the increase in propensity associated with the awareness of being able to transfer or go inactive if one moves to another geographic area is based on an assumption of 100 percent awareness of the relevant information. In other words, all individuals interviewed who originally were not aware of the policy were told of the policy. Obviously, a campaign designed to inform veterans of the ability of Reserve Components members who move to another area to transfer or go inactive could not hope to reach 100 percent of the veteran population. The task of making all veterans aware of the relevant policy is considerably more difficult than it was in the case of those veterans who could be contacted for the survey. As a result, the increase in propensity due to such a campaign may be somewhat less than indicated by the sample data.

Second, the increase in propensity may be somewhat greater than indicated because highly mobile veterans are likely to be underrepresented in the sample. Individuals who are highly mobile may be especially interested in, and affected by, the ability of Reserve Components members who move to another geographic region to go inactive.

Given the two opposing tendencies noted above, the actual effect of such an informational campaign on propensity may deviate somewhat from the sample estimate.

4.0 ENLISTMENT PROPENSITY IN THE ACTIVE FORCES

Active Military Forces propensity is covered in this chapter. The issues discussed concerning Active Forces propensity parallel those covered in the previous chapter on Reserve Components propensity. Briefly, the following topics are covered:

1. The propensity of male and female veterans toward re-enlisting in the Active Forces, in general, and toward re-enlisting in specific branches of the Active Forces,
2. A profile of individuals who have positive Active Forces propensity, and
3. The impact on propensity of specifying a four-year re-enlistment term.

4.1 Basic Data

The standard propensity measure defined in Chapter 2 is the principal propensity measure and focal point of this chapter. Two other propensity measures were also explored:

- A zero to ten point measure of propensity, and
- Top-of-mind propensity.

These other measures will also be covered in this chapter.

4.1.1 Standard Propensity. Table 4-1, below, shows the percentages of veteran men and women who have positive propensity to re-enlist in the Active Forces.

Among veteran men:

- Thirteen percent (13%) say they will probably or definitely re-enlist in at least one branch of the Active Forces.

Among veteran women:

- Fourteen percent (14%) say they will probably or definitely re-enlist in at least one branch of the Active Forces.

The specific responses to the Active Forces propensity measure are also shown in Table 4-1.

TABLE 4-1: PROPENSITY TO ENLIST IN THE ACTIVE FORCES

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Probably or definitely enlist	<u>12.8</u>	<u>14.1</u>
Definitely enlist	1.7	2.1
Probably enlist	11.1	12.0
Probably not enlist	22.3	17.2
Definitely not enlist	64.9	68.7

As noted in the chapter on Reserve Components propensity, the VATS sample slightly underrepresents members of racial or ethnic minority groups. Such individuals tend to have higher propensity than those who are not members of a racial or ethnic minority group. (See Table 4-7.) Consequently, the sample data on Active Forces propensity may underestimate Active Forces propensity among the population of veterans.

As mentioned in Chapter 3, approximately 60 percent of the interviews were conducted before the bombing of the Marine Corps headquarters in Beirut and the military action in Grenada. The remaining 40 percent were conducted following these events. Table 2 shows the propensity of veterans to re-enlist in the Active Forces both before and after these events.¹⁾

- Among veteran men, a reliable difference between the Active Forces propensity before and after the Beirut bombing is not evident.
- Among veteran women, propensity in the Active Forces declines from 16 percent before the Beirut bombing to 12 percent after the incident. (The reason for the decline in Active Forces propensity among women is not immediately clear.)

**TABLE 4-2: ACTIVE FORCES PROPENSITY:
BEFORE AND AFTER THE BEIRUT BOMBING**

SAMPLE	INTERVIEW PERIOD			
	BEFORE BEIRUT BOMBING		AFTER BEIRUT BOMBING	
	(BASE)	%	(BASE)	%
Men	(2481)	12.5	(1501)	13.2
Women	(730)	15.8*	(530)	11.7

* Indicates a reliable difference in propensity before and after the Beirut bombing.

1) As the bombing of the Marine Corps headquarters (23 October 1983) preceded the invasion of Grenada, the date of the Beirut bombing was used as the criterion for dividing the sample for a pre/post comparison of propensity.

4.1.2 Propensity to Re-Enlist in Specific Branches of the Active Forces. The percentages of male and female veterans with positive propensity for each branch of the Active Forces are shown below in Table 4-3. (The percentages with positive propensity to enlist in the Coast Guard are also tabled.)¹⁾

- Among men, propensity for a particular branch of service ranges from 6 percent for the Air Force to 3 percent for the Marine Corps.
- Among women, propensity for a particular branch of service ranges from 9 percent for the Air Force to 1 percent for the Marine Corps.²⁾

**TABLE 4-3: PROPENSITY TO RE-ENLIST
IN SPECIFIC ACTIVE FORCES BRANCHES
(PERCENTAGE WITH POSITIVE PROPENSITY)**

<u>BRANCH</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Army	5.5	6.1
Navy	3.8	5.2
Marine Corps	2.6	1.2 ³⁾
Air Force	6.2	8.6
Coast Guard ⁴⁾	4.4	3.3

1,4) The Coast Guard is not part of the Defense Department and therefore is not used in the Active Forces propensity measure. Propensity in the Coast Guard has been included for informational, descriptive purposes only.

2,3) Women with prior service in the Marine Corps were not sampled. As shown in Table 4-4, veterans have the highest propensity for the branch of service in which they served previously. Consequently, the percentage with propensity for the Marine Corps is not necessarily comparable to the percentage with propensity for the other branches.

As noted in the previous chapter on Reserve Components propensity, data for veterans as a group are affected by the degree to which each branch of service is represented. To ascertain the propensity of individuals to re-enlist in the branch of the military in which they served, propensity for each branch of the Active Forces has been analyzed by branch of prior service. The relevant results are presented in Table 4-4. As was evident for Reserve Components propensity, veterans have the highest Active Forces propensity for the branch in which they served actively. (See the underlined entries in each row of Table 4-4.) The Air Force is the second most popular branch of active service among male and female veterans from other branches of the service.

**TABLE 4-4: PROPENSITY TOWARD SPECIFIC SERVICE BRANCHES,
BY BRANCH OF SERVICE¹⁾
(PERCENTAGE WITH POSITIVE PROPENSITY)**

SAMPLE AND PREVIOUS BRANCH OF SERVICE	N	ACTIVE FORCES BRANCH				COAST GUARD
		ARMY	NAVY	MARINE CORPS	AIR FORCE	
MALES						
Army	1101	13.9	2.4	2.2	6.9	5.8
Navy	1105	1.2	7.5	0.4	3.0	4.6
Marine Corps	673	2.8	2.2	12.4	4.9	2.8
Air Force	1105	1.0	1.5	0.6	10.6	3.1
FEMALES						
Army	450	12.5	2.9	1.5	6.0	2.9
Navy	309	1.0	12.0	1.0	3.6	4.2
Air Force	501	2.8	3.6	1.0	13.9	3.2

¹⁾ Based on unweighted data. (Data weighted by branch of previous service are necessary when evaluating veterans as a group, not when comparing veterans from different branches of the service.)

- Among male veterans, the percentage of individuals from a particular branch of service who have positive propensity for that same branch of service varies from 14 percent for Army veterans to 8 percent for Navy veterans.
- Among female veterans, the comparable range is from 14 percent for Air Force veterans to 12 percent for Navy veterans.
- The propensity of veterans from a specific branch of service for other branches of the Active Forces never exceeds half of the propensity for their own service and, in most instances, is considerably less.¹⁾

4.2 Other Measures of Active Forces Propensity

The two other measures of Active Forces propensity to be discussed are comparable to the other Reserve Components propensity measures discussed in Chapter 3. These are:

- The zero to ten point scale, and
- Top-of-mind propensity.

1) During peace time, the Coast Guard is not considered part of the Active Forces. The Coast Guard, therefore, is not included in this comparison.

4.2.1 Distribution of the Zero to Ten Point Scale. Veterans were asked to give an overall probability from zero (lowest) to ten (highest) of their re-entering the Active Forces in the next few years. Responses to this question appear below in Table 4-5.

**TABLE 4-5: RESPONSES TO THE ZERO TO TEN
ACTIVE FORCES PROPENSITY MEASURE¹⁾**

<u>RESPONSE</u>	<u>SAMPLE</u>			
	<u>MEN</u>		<u>WOMEN</u>	
	<u>%</u>	<u>CUMULATIVE %</u>	<u>%</u>	<u>CUMULATIVE %</u>
(BASE)	(1993)		(639)	
Ten (highest)	1.4	1.4	1.6	1.6
Nine	0.8	2.2	1.7	3.3
Eight	2.0	4.2	3.2	6.5
Seven	2.6	6.8	3.2	9.7
Six	2.8	9.6	2.7	12.4
Five	9.4	19.0	9.2	21.6
Four	5.0	24.0	5.0	26.6
Three	8.0	32.0	7.8	34.4
Two	8.3	40.3	6.1	40.5
One	8.3	48.6	5.5	46.0
Zero (lowest)	51.3	100.0	54.0	100.0
Mean	1.9	--	2.0	--

1) The relevant question was asked of the respondents who completed the Active questionnaire version. Respondents who completed the Reserve Components questionnaire version were asked a parallel question regarding the Reserve Components.

Responses among male veterans to the zero to ten point Active Forces propensity measure indicate that:

- Nineteen percent (19%) give a response of 5 or greater, and
- Over 50 percent indicate there is zero probability of their re-enlisting in the Active Forces.

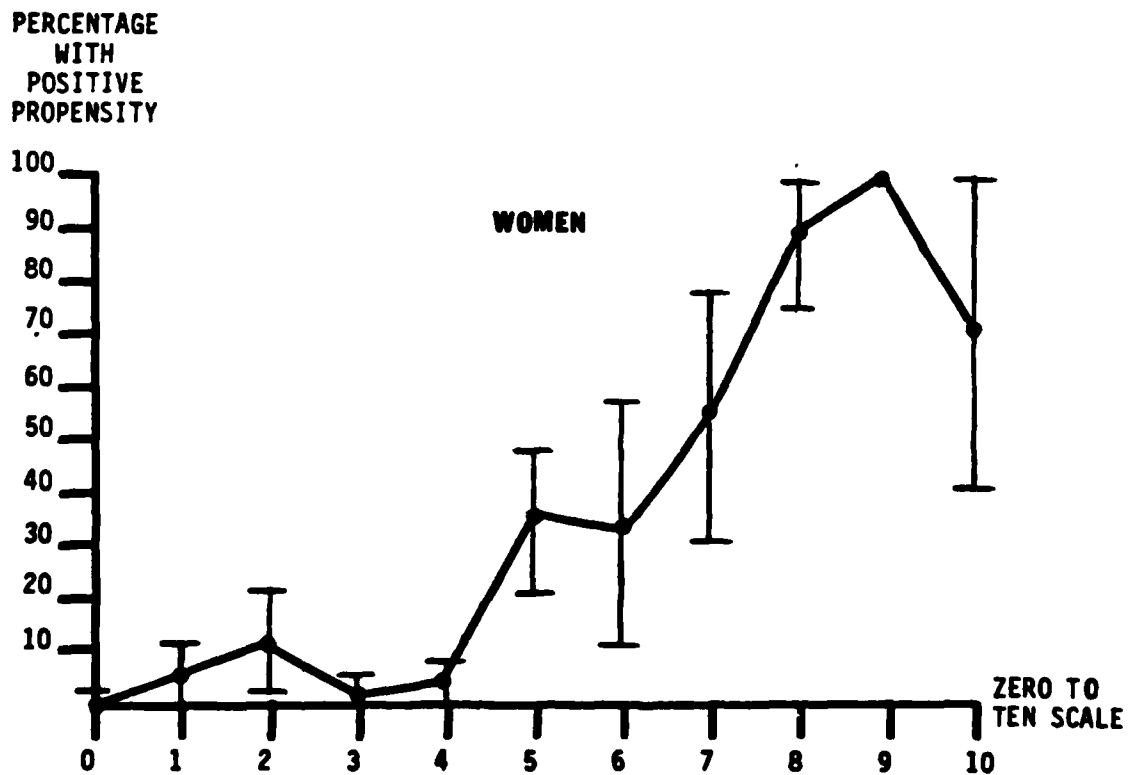
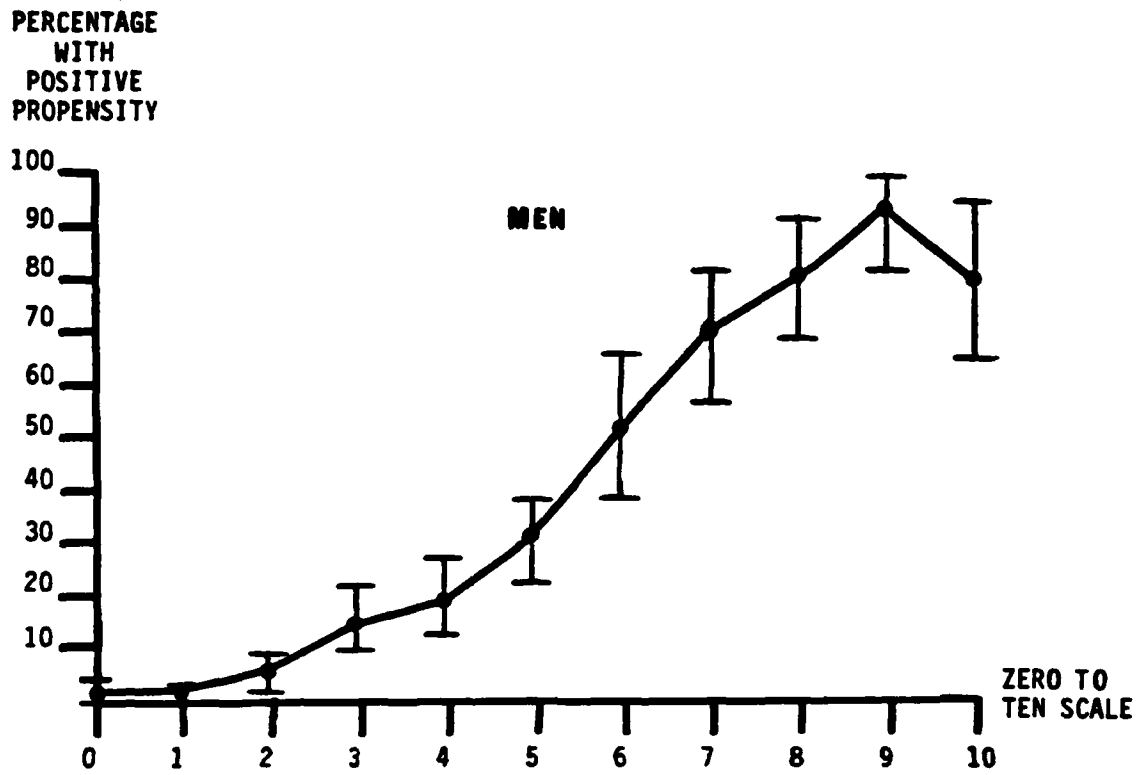
Among female veterans:

- Approximately 22 percent give a response of 5 or greater, and
- Fifty-four percent (54%) indicate there is zero probability of their re-enlisting in the Active Forces.

4.2.2 The Relationship of the Zero to Ten Point Scale and the Standard Active Forces Propensity Measure. Responses to the standard Active Forces propensity measure and the zero to ten point scale alternative were correlated to examine their inter-relationship. The Pearson correlation coefficient between the two measures is .681 for the male sample and .738 for the female sample. The relationship between the two measures is depicted graphically in Figure 4-1.

Although the two measures are clearly related, less than 55 percent of the variation of each of the measures is accounted for by common factors. In other words, there is some degree of discrepancy between responses individuals give to the two propensity measures.

**FIGURE 4-1: PERCENTAGE WITH POSITIVE ACTIVE FORCES PROPENSITY
AT EACH LEVEL OF THE ZERO TO TEN POINT SCALE**



I Indicates the 95% confidence interval of the proportion.

4.2.3 Top-of-Mind Active Forces Propensity. As mentioned in Chapter 3, veterans were asked to indicate their plans for the next few years before being asked any military-related questions. Approximately 3 percent of veteran men and veteran women mention joining the military in response to this question. When asked to indicate a preference for type of service:

- Two percent (2%) of the men indicate top-of-mind propensity for the Active Forces, and
- Two percent (2%) of the women indicate top-of-mind propensity for the Active Forces.

TABLE 4-6: TOP-OF-MIND ACTIVE FORCES PROPENSITY
(IN PERCENT)

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Mention joining the military	3.0	3.3
Prefer the Active Forces	2.2	2.2

4.3 Demographic and Experiential Profiles

This section describes the demographic profiles of positive and negative propensity veterans as well as their reported pre- and post-separation experiences. Such information is useful in targeting individuals who are already positively inclined to enlist in the Active Forces.

4.3.1 Demographic Profiles of Positive and Negative Propensity Veterans (Active Forces). Table 4-7, on the following page, shows the demographic profiles of individuals with positive propensity for the Active Forces and those with negative propensity for the Active Forces. Among both men and women, there is a reliable difference in the profiles of those with positive and negative propensity. Veterans with positive propensity for the Active Forces are more likely than those with negative propensity to:

- Be unaware of their father's education,
- Be unemployed,
- Be a member of a racial or ethnic minority group,
- Be single,
- Have fewer dependents,
- Report finding appropriate work to be difficult, and
- Report having a non-working spouse.

**TABLE 4-7: DEMOGRAPHIC CHARACTERISTICS,
BY ACTIVE FORCES PROPENSITY¹⁾**

DEMOGRAPHIC VARIABLE	MALES WITH:		FEMALES WITH:	
	POSITIVE PROPENSITY	NEGATIVE PROPENSITY	POSITIVE PROPENSITY	NEGATIVE PROPENSITY
BASE (N)	(504)	(3466)	(176)	(1077)
<u>Proportion</u>				
Lived with mother first fourteen years of life and know mother's education	.94	.94	.95	.96
Lived with father first fourteen years of life and know father's education	.85	.89*	.80	.87*
Employed	.74	.84*	.51	.61*
White ²⁾	.72	.86*	.74	.84*
Currently attending school and using financial assistance for schooling	.19	.25*	.31	.33
Mother has more than high school education	.20	.21	.23	.23
Father has more than high school education	.22	.27*	.19	.25
Has more than high school education	.40	.48*	.60	.62
Knows veteran who re-entered the military within past 6 months	.27*	.22	.24	.21
Married	.43	.52*	.51	.61*
Has working spouse	.28	.34*	.47	.55*
Own home	.19	.29*	.27	.34
<u>Mean</u>				
Age (in years)	25.6	26.1*	26.7	27.0
Number of hours worked per week by employed individuals	40.7	42.5*	38.5	36.4
Perceived difficulty of finding work in occupational area ³⁾	3.14*	2.88	3.20*	2.84
<u>Median</u>				
Weekends worked ⁴⁾	2.7	2.8	0.5	0.9
1982 pre-tax income of individuals employed full-time	\$11,604	\$14,860*	\$10,448	\$12,124
Number of dependents	0.5	0.8*	0.4	0.7*

* Indicates a reliable difference between the positive and negative propensity groups.

1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.

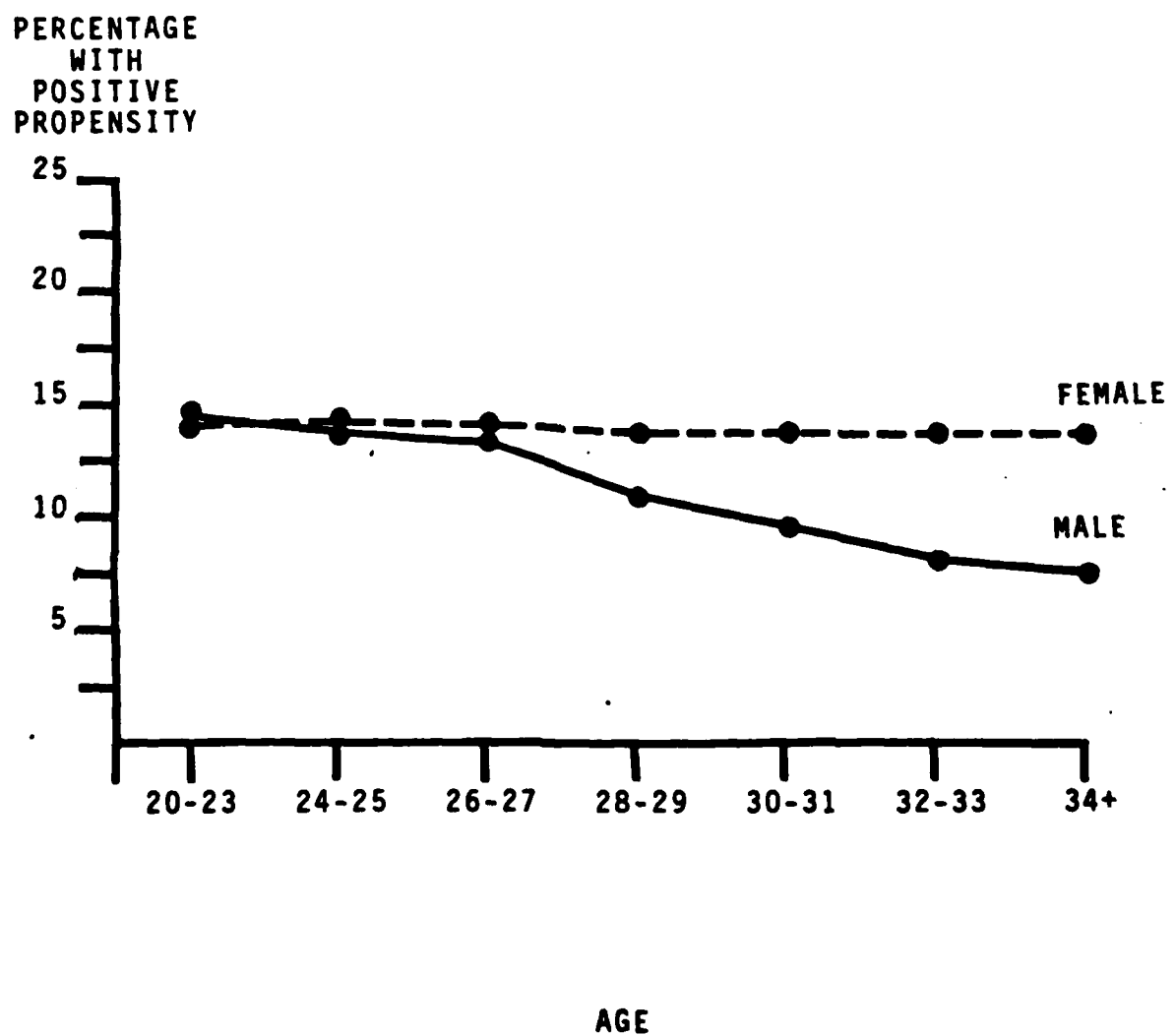
2) Not of Hispanic origin.

3) 1 = very easy, 4 = very difficult.

4) 5 = every week, 0 = never, not employed.

Among men, age and Active Forces propensity appear to be related. As in the case of the apparent relationship of age and Reserve Components propensity, however, it is necessary to control for length of Active Military service in order to ascertain the true relationship between age and Active Forces propensity. Figure 4-2 shows the percentage of individuals in each age group who have positive propensity, when controlling for length of service. When length of service is held constant, propensity is relatively consistent across different age groups. Although propensity among men appears to decrease as age increases, further analysis indicates that this apparent decrease is not reliable.

**FIGURE 4-2: THE RELATIONSHIP OF ACTIVE FORCES PROPENSITY
AND AGE, CONTROLLING LENGTH OF ACTIVE MILITARY SERVICE**



4.3.2 Reported Pre- and Post-Separation Experiences and Perceptions of Positive and Negative Propensity Veterans (Active Forces). Previous experience in the Active Military is likely to influence veterans' propensity to re-enlist in the Active Military. Profiles of these experiences are shown in Table 4-8, on the following page.

Both men and women with positive propensity for the Active Forces differ from those with negative propensity in that the former report:

- Higher overall satisfaction with the service,
- Higher satisfaction with the skills obtained in the service, and
- Lower satisfaction with meeting their financial needs in civilian life.

Positive propensity individuals also appear to have been separated from the service for a shorter period of time than those with negative propensity. When length of service is held constant, however, the relationship between propensity and length of time separated is no longer apparent.

Among men, but not among women, those with positive propensity are more likely than those with negative propensity to report:

- Higher satisfaction with their pay grade or rank upon separation,
- Using their skills in the service, and
- Not finding their military experience useful in civilian life.

**TABLE 4-8: REPORTED PRE- AND POST-SEPARATION EXPERIENCES,
BY ACTIVE FORCES PROPENSITY¹⁾**

VARIABLE	MALES WITH:		FEMALES WITH:	
	POSITIVE PROPENSITY	NEGATIVE PROPENSITY	POSITIVE PROPENSITY	NEGATIVE PROPENSITY
BASE (N)	(504)	(3468)	(176)	(1075)
	<u>Mean</u>			
Years of Active Military service ²⁾	4.3	4.8*	4.8	4.8
Months since separation ³⁾	26.0	28.4*	22.3	25.4*
Overall satisfaction with the service ⁴⁾	4.13*	3.78	4.40*	3.98
Satisfaction with skills obtained in service ⁴⁾	4.00*	3.77	4.09*	3.78
Satisfaction with pay grade in service at separation ⁴⁾	3.92*	3.79	4.16	4.07
Perceived time of last promotion ⁵⁾	2.27	2.33	2.25	2.33
Perceived use of skills in service ⁶⁾	4.23*	4.04	4.37	4.25
Usefulness of experience in service since separation ⁷⁾	2.30	2.43*	2.33	2.39
Satisfaction with ability to meet financial needs ⁴⁾	3.08	3.77*	2.73	3.50*
	<u>Proportion</u>			
Feel the military's promotion policies were fair	.71	.70	.74	.72

* Indicates a reliable difference between the positive and negative propensity groups.

1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.

2) 2 = 2 years to 2 years, 11 months; 10 = 10 years or more.

3) At the time the VATS data were collected, very few names of individuals who had separated from the service in 1983 were available. As a result, average months since separation for the VATS sample is slightly greater than in preceding RCAS studies.

4) 5 = very satisfied; 1 = very dissatisfied.

5) 3 = earlier than most people with the same years of service; 1 = later than most people with the same years of service.

6) 5 = all or most of the time; 1 = never.

7) 4 = very useful; 1 = not at all useful.

4.4 Propensity to Re-Enlist in the Active Forces Specifically for Four Years

The standard Active Forces propensity measure discussed in the beginning of this chapter is derived from individuals' responses to a series of questions concerning their likelihood of enlisting in each branch of the Active Forces. The number of years one would be required to serve is not specified, however. The effect on propensity of specifying a four-year re-enlistment term was explored this year by asking the following question:

"What about re-enlisting in the Active Forces -- in the next few years, how likely would you be to re-enlist in the Active Forces for four years?"

The responses to this question are shown in Table 4-9, below.

TABLE 4-9: PROPENSITY TO RE-ENLIST IN THE ACTIVE FORCES FOR FOUR YEARS

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
(Standard Propensity)	(12.8*)	(14.1)
Definitely or probably enlist	<u>11.7</u>	<u>14.0</u>
Definitely enlist	2.4	3.5
Probably enlist	9.3	10.5
Probably not enlist	26.8	23.4
Definitely not enlist	61.5	62.6

* Indicates a reliable difference between responses to the standard propensity and four-year propensity measures.

A comparison of this four-year re-enlistment measure of propensity and the standard Active Forces propensity measure can also be found in Table 4-9.

- Among men, the four-year specification is associated with a small decrease in propensity from 13 percent to 12 percent.
- Among women, the four-year specification is not associated with a reliable change in propensity.

Some degree of caution should be exercised when comparing the two propensity measures. The four-year measure is derived from the response to only one question, whereas the standard propensity measure is derived from the most positive response to a series of four questions each of which concerns propensity to enlist in one branch of the Active Forces.

4.5 Summary and Implications

Propensity of veterans to re-enlist in the Active Forces and related issues were discussed in this chapter. Approximately 13 percent of the veteran men sampled and 14 percent of the veteran women sampled report positive propensity for at least one branch of the Active Forces. Top-of-mind Active Forces propensity among both male and female veterans is 2 percent.

Respondents were asked their likelihood of re-enlisting for four years. Twelve percent (12%) of the men and 14 percent of the women responded positively to this question.

Individuals who are members of a racial or ethnic minority group are known to be slightly underrepresented in the sample. Such individuals also have higher propensity than those who are white. As a result, the sample data on propensity may slightly underestimate propensity in the population.

A substantial number of interviews were conducted both before and after the October events in Beirut and Grenada, allowing reliable pre/post estimates of propensity to be compared. Among veteran men, there is no evidence of a reliable shift in propensity before and after these events. Among veteran women, however, propensity before the Beirut bombing was 16 percent but only 12 percent thereafter.

Demographic characteristics and pre- and post-separation experiences of veterans with positive and negative propensity were examined. These characteristics and experiences differentiate individuals with positive Active Forces propensity from those with negative Active Forces propensity. The specific variables that differentiate these groups are highly similar to those that differentiate individuals with positive and negative Reserve

Components propensity (such as employment status and marital status). Although these results could be used to recommend marketing strategies for the Active Forces, such recommendations will be reserved for Chapter 5. Chapter 5 deals specifically with a comparison of Active Forces and Reserve Components propensity. The results of such comparative analyses can be used to target the Active Forces market and the Reserve Components market separately.

5.0 COMPARISON OF ACTIVE FORCES PROPENSITY AND RESERVE COMPONENTS PROPENSITY

If individuals with propensity to re-enlist in the Active Forces differ from those with propensity to enlist in the Reserve Components, separate, non-overlapping advertising campaigns and promotional strategies can be designed for the Active Forces and the Reserve Components. The smaller the degree of overlap between those with propensity for the Reserve Components or the Active Forces, the more promotional and advertising campaigns can efficiently target the Reserve Components and Active Forces markets independently.

This chapter first describes the degree of overlap between the Reserve Components and Active Forces markets. Then, individuals with positive propensity are divided into three "propensity segments." Each segment is profiled and differences among the segments are examined. (Throughout the remainder of this chapter, these three groups will be referred to as "propensity segments.") The three propensity segments are comprised of those with:

- Positive propensity for both the Active Forces and the Reserve Components,
- Positive propensity for the Active Forces only, and
- Positive propensity for the Reserve Components only.

5.1 Degree of Overlap between the Active Forces and Reserve Components Markets

The percentages of male veterans and female veterans in each propensity segment are shown below, in Table 5-1.

Among male respondents surveyed:

- Nine percent (9%) have positive propensity for both the Active and Reserve Forces,
- Four percent (4%) have positive propensity for the Active Forces only, and
- Thirteen percent (13%) have positive propensity for the Reserve Components only.

Among female respondents surveyed, the comparable figures are 11 percent, 3 percent, and 13 percent, respectively.

**TABLE 5-1: ACTIVE FORCES AND RESERVE COMPONENTS
PROPENSITY SEGMENTS**

<u>PROPENSITY SEGMENT</u>	<u>PERCENTAGE OF TOTAL SAMPLE</u>		<u>PERCENTAGE OF THOSE WITH POSITIVE PROPENSITY</u>	
	<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)	(1028)	(345)
Negative Reserve Components <u>and</u> Active Forces	74.1	72.6	NA ¹⁾	NA ¹⁾
Some positive propensity	25.9	27.5	100.0	100.0
Positive Reserve Components <u>and</u> Active Forces	9.3	11.0	36.1	40.0
Positive Active Forces only	3.5	3.2	13.4	11.6
Positive Reserve Components only	13.1	13.3	50.5	48.4

1) Not applicable.

As also shown in Table 5-1, the markets for the Active Forces and for the Reserve Components overlap considerably. Approximately 36 percent of all men with positive propensity and 40 percent of all women with positive propensity indicate propensity both for the Reserve Components and for the Active Forces. The remaining 64 percent (for men) and 60 percent (for women) indicate positive propensity for either the Active Forces only or the Reserve Components only.

5.2 Profiles of the Three Propensity Segments

5.2.1 Demographic Profiles of the Three Propensity Segments.¹⁾ The three propensity segments were profiled on a set of demographic variables. (See Tables 5-2 and 5-3.) The propensity segments differ from one another on these variables, among veteran men, but not among veteran women.

Perhaps the most apparent difference among the men is that those with positive propensity only for the Reserve Components are more well established financially than veterans in the other propensity segments. Specifically, men with Reserve Components propensity only are more likely than those in the other two propensity segments to:

- Be employed,
- Be homeowners, and
- Report higher 1982 pre-tax income.

¹⁾ All comparisons in the remaining section are among those with some type of positive propensity. Comparisons of individuals with positive and negative propensity can be found in Chapters 3 and 4.

TABLE 5-2: DEMOGRAPHIC PROFILES OF PROPENSITY SEGMENTS:1)
VETERAN MEN

<u>DEMOGRAPHIC VARIABLE</u>	ACTIVE FORCES: RESERVE COMPONENTS:	PROPENSITY:			<u>F-VALUE</u>
		<u>POSITIVE POSITIVE</u>	<u>POSITIVE NEGATIVE</u>	<u>NEGATIVE POSITIVE</u>	
(BASE)		(369)	(138)	(516)	
	<u>Proportion</u>				
Lived with mother first fourteen years of life and know mother's education		.94	.97	.94	1.13
Lived with father first fourteen years of life and know father's education		.84	.87	.87	1.27
Employed		.75	.74	.82	4.34*
White ²⁾		.66	.87	.78	15.62*
Currently attending school and using financial assistance		.17	.25	.22	2.66
Mother has more than high school education		.19	.24	.20	<1.00
Father has more than high school education		.19	.29	.27	4.94*
Has more than high school education		.38	.47	.50	6.77*
Knows veteran who re-entered the military in the past 6 months		.29	.22	.29	1.43
Married		.42	.43	.49	2.35
Has working spouse		.27	.31	.34	2.28
Own home		.19	.18	.27	5.63*
	<u>Mean</u>				
Age (in years)		25.7	25.6	25.8	<1.00
Number of hours worked per week by employed individuals		43.2	38.2	41.6	7.54*
Perceived difficulty of finding work in occupational area ³⁾		3.14	3.14	2.94	5.85*
	<u>Median</u>				
Works weekends ⁴⁾		3.0	1.6	2.4	<1.00
1982 pre-tax income of individuals employed full-time		\$11,660	\$11,420	\$13,595	6.91*
Number of dependents		0.5	0.5	0.8	2.40

* Indicates a reliable difference among the segments.

1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.

2) Not of Hispanic origin.

3) 1 = very easy; 4 = very difficult.

4) 5 = every week; 0 = never; not employed.

TABLE 5-3: DEMOGRAPHIC PROFILES OF PROPENSITY SEGMENTS:1)

VETERAN WOMEN

DEMOGRAPHIC VARIABLE	ACTIVE FORCES: RESERVE COMPONENTS:	PROPENSITY:			F-VALUE
		<u>POSITIVE POSITIVE</u>	<u>POSITIVE NEGATIVE</u>	<u>NEGATIVE POSITIVE</u>	
(BASE)		(136)	(40)2)	(166)	
	<u>Proportion</u>				
Lived with mother first fourteen years of life and know mother's education		.95	.95	.93	<1.00
Lived with father first fourteen years of life and know father's education		.79	.82	.83	<1.00
Employed		.51	.52	.63	2.53
White ³⁾		.70	.84	.79	2.37
Currently attending school and using financial assistance		.29	.40	.30	<1.00
Mother has more than high school education		.24	.23	.23	<1.00
Father has more than high school education		.15	.30	.18	2.21
Has more than high school education		.56	.72	.61	1.65
Knows veteran who re-entered the military in the past 6 months		.25	.22	.24	<1.00
Married		.48	.62	.54	1.39
Has working spouse		.44	.57	.50	1.21
Own home		.24	.38	.29	1.50
	<u>Mean</u>				
Age (in years)		26.6	27.2	26.7	<1.00
Number of hours worked per week by employed individuals		36.6	#	38.9	1.37
Perceived difficulty of finding work in occupational area ⁴⁾		3.22	3.12	3.02	1.99
	<u>Median</u>				
Works weekends ⁵⁾		0.5	0.7	0.9	<1.00
1982 pre-tax income of individuals employed full-time		\$9,864	#	\$11,516	1.15
Number of dependents		0.4	0.6	0.6	<1.00

Base too small (less than 25).

1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.

2) The small size of this base and the large resultant standard errors of the associated statistics should be noted.

3) Not of Hispanic origin.

4) 1 = very easy; 4 = very difficult.

5) 5 = every week; 0 = never; not employed.

5.2.2 Reported Pre- and Post-Separation Experiences of the Three Propensity Segments. Reported pre- and post-separation experiences differentiate the three propensity segments among both men and women. (See Tables 5-4 and 5-5.) Those variables which differentiate the propensity segments among both male and female veterans are:

- Overall satisfaction with military service,
- Satisfaction with meeting financial needs as a civilian, and
- Relative satisfaction in the military versus in civilian life.

Differences among women in the three propensity segments are relatively straightforward, constituting those service-related variables noted above. Women with positive propensity for both the Reserve Components and the Active Forces are more likely than others to report high overall satisfaction with the military, as well as to report being more satisfied in the military than as a civilian. Those with positive propensity only for the Reserve Components are more likely than others to report being satisfied with their ability to meet their financial needs as a civilian.

The complete profile of men from the three propensity segments is considerably more complicated, however. Detailed descriptions of the three male propensity segments are presented on the following pages.

**TABLE 5-4: REPORTED PRE- AND POST-SEPARATION EXPERIENCES
OF PROPENSITY SEGMENTS:1)**
VETERAN MEN

<u>VARIABLE</u>	ACTIVE FORCES: RESERVE COMPONENTS:	<u>PROPENSITY</u>			<u>F-VALUE</u>
		<u>POSITIVE POSITIVE</u>	<u>POSITIVE NEGATIVE</u>	<u>NEGATIVE POSITIVE</u>	
(BASE)		(371)	(136)	(518)	
	<u>Mean</u>				
Years of Active Military service ²⁾		4.3	4.4	4.6	2.87
Months since separation ³⁾		26.5	24.8	26.6	1.52
Overall satisfaction with the service ⁴⁾		4.21	3.93	4.13	4.01*
Satisfaction with skills obtained in the service ⁴⁾		4.07	3.81	3.93	2.98
Satisfaction with pay grade in service at separation ⁴⁾		3.96	3.81	3.87	<1.00
Perceived time of last promotion ⁵⁾		2.23	2.40	2.35	4.70*
Reported use of skills in service ⁶⁾		4.25	4.20	4.15	<1.00
Perceived usefulness of experience in service since separation ⁷⁾		2.31	2.26	2.52	5.06*
Satisfaction with ability to meet financial needs ⁴⁾		3.05	3.18	3.59	20.05*
	<u>Proportion</u>				
Feel the military's promotion policies were fair		.70	.75	.72	<1.00
Report being more satisfied in the military than as a civilian ⁸⁾		.37	.23	.12	19.89*

* Indicates a reliable difference among the segments.

- 1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.
- 2) 2 = 2 years to 2 years, 11 months; 10 = 10 years or more.
- 3) At the time the VATS data were collected, very few names of individuals who had separated from the service in 1983 were available. As a result, average months since separation for the VATS sample is slightly greater than in preceding RCAS studies.
- 4) 5 = very satisfied; 1 = very dissatisfied.
- 5) 3 = earlier than most people with the same years of service; 1 = later than most people with the same years of service.
- 6) 5 = all or most of the time; 1 = never.
- 7) 4 = very useful; 1 = not at all useful.
- 8) The relevant question was asked of approximately half the sample. The relevant bases are 183, 76, and 227.

**TABLE 5-5: REPORTED PRE- AND POST-SEPARATION EXPERIENCES
OF PROPENSITY SEGMENTS:1)**
VETERAN WOMEN

<u>VARIABLE</u>	<u>ACTIVE FORCES: RESERVE COMPONENTS:</u>	<u>PROPENSITY</u>			<u>F-VALUE</u>
		<u>POSITIVE POSITIVE</u>	<u>POSITIVE NEGATIVE</u>	<u>NEGATIVE POSITIVE</u>	
(BASE)		(137)	(40)2)	(166)	
	<u>Mean</u>				
Years of Active Military service ³⁾		4.8	4.7	4.8	<1.00
Months since separation ⁴⁾		21.6	24.8	23.0	1.62
Overall satisfaction with the service ⁵⁾		4.49	4.11	4.26	3.32*
Satisfaction with skills obtained in the service ⁵⁾		4.10	4.04	3.93	<1.00
Satisfaction with pay grade in service at separation ⁵⁾		4.19	4.05	4.39	2.68
Perceived time of last promotion ⁶⁾		2.25	2.27	2.27	<1.00
Reported use of skills in service ⁷⁾		4.38	4.33	4.36	<1.00
Perceived usefulness of experience in service since separation ⁸⁾		2.42	2.01	2.42	2.08
Satisfaction with ability to meet financial needs ⁵⁾		2.78	2.54	3.31	8.18*
	<u>Proportion</u>				
Feel the military's promotion policies were fair		.73	.75	.75	<1.00
Report being more satisfied in the military than as a civilian ⁹⁾		.46	.26	.12	12.98*

* Indicates a reliable difference among the segments.

- 1) Only those individuals were included in the analysis who had a valid response to each item. In other words, individuals who refused to answer certain questions were omitted from the analysis.
- 2) The small size of this base and the large resultant standard errors of the associated statistics should be noted.
- 3) 2 = 2 years to 2 years, 11 months; 10 = 10 years or more.
- 4) At the time the VATS data were collected, very few names of individuals who had separated from the service in 1983 were available. As a result, average months since separation for the VATS sample is slightly greater than in preceding RCAS studies.
- 5) 5 = very satisfied; 1 = very dissatisfied.
- 6) 3 = earlier than most people with the same years of service; 1 = later than most people with the same years of service.
- 7) 5 = all or most of the time; 1 = never.
- 8) 4 = very useful; 1 = not at all useful.
- 9) The relevant question was asked of approximately half the sample. The relevant bases are 67, 17, and 92.

Men with Propensity for Both the Active Forces and the Reserve Components. The demographic and experiential profiles of veteran men with propensity for both the Reserve Components and the Active Forces suggest some degree of difficulty adjusting to civilian life. A higher percentage of men in this segment than of those in the other two propensity segments report being likely to look for a job or to change jobs. (See Table 5-6.) Men in this segment also report relatively low satisfaction with their ability to meet their financial needs as civilians. In addition, they are somewhat less educated than those with Reserve Components propensity only. (Only 38 percent of those with propensity for both the Active and Reserve Forces have more than a high school education.)

**TABLE 5-6: INTENTIONS TO LOOK FOR A JOB OR TO CHANGE JOBS,
BY PROPENSITY SEGMENT**

<u>PROPENSITY SEGMENT</u>	<u>(BASE)</u>	<u>PERCENTAGE REPORTING CHANGE LIKELY</u>
Positive Reserve Components and Active Forces	(369)	74.1*
Positive Active Forces only	(138)	61.7
Positive Reserve Components only	(516)	56.2

* Indicates the percentage is reliably greater than for any other propensity segment ($p < .05$).

Men with propensity for the Active Forces only have relatively low pre-tax income, despite being fairly well educated (approximately 50 percent have more than a high school education). Their relatively high level of education, compared to their relatively low income, may contribute to their feeling somewhat unsuccessful in civilian life. For members of this segment, re-joining the Active Forces may be perceived as a route to greater financial success and higher overall status than is available to them in the civilian job market.

Men with Positive Propensity for the Reserve Components Only.

The propensity of those with propensity only for the Reserve Components appears to be less financially motivated than is that of the other segments. (The average amount of money needed to get them to re-enlist in the service is considerably more than the amount that they would actually anticipate receiving.) They appear to be the most financially successful of the three positive propensity segments. They are the most likely segment to be employed, and they report higher pre-tax income and a higher incidence of homeownership than those in the other segments. Members of this segment report their experience in the service to be quite useful in civilian life, and they report high satisfaction in meeting their financial needs as civilians. Finally, they report less difficulty finding work than do those with propensity for both the Active and Reserve Forces.

Given that financial motives appear to play a less substantial role in the propensity of the segment with positive propensity for the Reserve Components only, it is possible that other types of motives (e.g., personal or social) play a more important role in their Reserve Components propensity.

5.3 Summary and Implications

Respondents with Active Forces propensity and those with Reserve Components propensity were compared in this chapter. First, the degree of overlap between the Active Forces and Reserve Components markets was examined. Among men and women with positive propensity, approximately 40 percent have propensity for both the Reserve Components and the Active Forces, 12 to 13 percent have positive propensity for the Active Forces only, and approximately 50 percent have positive propensity for the Reserve Components only. (These three groups are referred to as the "propensity segments.")

A comparison of these propensity segments among veteran women did not reveal any reliable demographic differences. The comparison did show, however, that among veteran women, overall satisfaction with the service, satisfaction with ability to meet financial obligations since separation from the service, and relative satisfaction in the military versus in civilian life differentiate the segments. Women with both Active Forces and Reserve Components propensity tend to report higher overall military satisfaction, and those with Reserve Components propensity only tend to report higher satisfaction in civilian life.

Among veteran men, both demographic and pre- and post-separation experiences appear to differentiate the three segments along two dimensions -- satisfaction with military service, and success in civilian life.

VETERANS ATTITUDE TRACKING STUDY 1983 WAVE I MAJOR
FINDINGS AND IMPLICATIONS(U) ARBOR INC PHILADELPHIA PA
JUN 84 MDA903-81-C-0612

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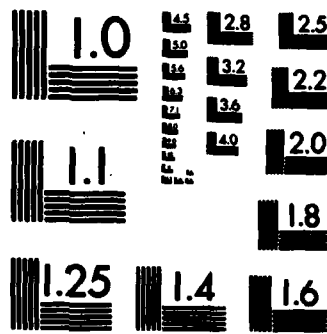
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Men with Propensity for Both the Active Forces and the Reserve Components. Members of this segment appear to be somewhat dissatisfied with civilian life. They are the most likely propensity segment to report looking for a job or to change jobs. They are also the least well educated of the propensity segments. Compared to members of the other segments, they report receiving their last promotion later, yet they also report relatively high overall satisfaction with the military. Given these potentially contradictory findings, it is possible that their perceptions of their previous military life may be colored to some extent by their lack of satisfaction in civilian life. Members of this segment may be looking to the military for a way to alleviate general dissatisfaction with their civilian life.

Men with Propensity for the Active Forces Only. Members of this segment may feel that there is more opportunity for them in the service than as civilians. They are relatively well educated, with 47 percent having more than a high school education, but their income is relatively low. They do not report especially high overall satisfaction with the service, despite receiving their last service promotion early compared to others.

Men with Propensity for the Reserve Components Only. Members of this segment are the most financially successful of the veterans with some positive propensity. They are more likely than others to be homeowners, to report less difficulty finding an appropriate job, to have relatively high income, and to have relatively high satisfaction with their ability to meet their financial needs. Consequently, their propensity for the Reserve Components may not be highly motivated by financial factors.

Implications. The differences among the propensity segments described above have implications for marketing the Reserve Components and the Active Forces to receptive veterans. Active Forces marketing efforts may be enhanced by using themes which especially appeal to those with Active Forces propensity only. To target the Active Forces market, it may be helpful to position the Active Forces as a full-time job which is a route to financial security and success. It may also be useful to stress that the Active Forces offer veterans an opportunity to realize their potential and have their expertise acknowledged.

Reserve Components marketing efforts may be enhanced similarly by using themes which especially appeal to those individuals with Reserve Components propensity only. Doing so may involve emphasizing benefits of Reserve Components enlistment other than those which are financial. Benefits that might be emphasized include gaining experience that may enhance one's civilian career and being with other veterans with whom one has shared experiences.

6.0 THE RELATIONSHIP OF PROPENSITY AND WORK-RELATED VARIABLES

The role economic and work-related factors play in determining propensity among employed individuals will be explored in detail in this chapter.

As shown in Table 6-1, 71 percent of the male veterans sampled are employed full-time and another 12 percent are employed part-time. Forty-four percent (44%) of the female veterans sampled are employed full-time and another 16 percent are employed part-time. Additional data indicate that employed male veterans spend an average of 42 hours a week working, and employed female veterans spend an average of 37 hours a week working. Given the considerable amount of time employed individuals spend in a work environment, and given the overall importance placed on employment and career issues in our society, work-related issues have great potential to influence both work- and non-work-related attitudes and behavior, including attitudes and behaviors relevant to re-involvement in the military.

TABLE 6-1: EMPLOYMENT STATUS
(IN PERCENT)

<u>EMPLOYMENT STATUS</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Employed:	82.4	60.1
Full-time ¹⁾	70.9	43.9
Part-time	11.5	16.2

1) Individuals working both part-time and full-time are included in the full-time category only.

6.1 The Relationship of Propensity to Occupation and Sector of Employment: Male Sample

6.1.1 Propensity and Occupation. As shown in Table 6-2, Reserve Components propensity is higher among employed veterans in sales and clerical positions, as well as among those who are crafts workers, machine operators and service workers, than it is among those in professional, technical, managerial, or administrative positions. This pattern is also evident with regard to Active Forces propensity.

TABLE 6-2: PROPENSITY BY OCCUPATION: MALE SAMPLE

<u>OCCUPATION</u>	<u>(BASE)</u>	<u>PERCENTAGE WITH PROPENSITY FOR:</u>	
		<u>RESERVE COMPONENTS</u>	<u>ACTIVE FORCES</u>
Professional/technical	(707)	15.8	7.3
Managerial/administrative	(315)	17.1	8.7
Sales/clerical worker	(375)	23.5	14.3
Crafts worker	(670)	24.8	12.6
Machine operator/laborer	(639)	22.4	13.9
Service worker	(368)	28.0	15.1
Other ¹⁾	(156)	16.1	6.9

* Indicates a reliable difference in the propensity of the groups indicated.

1) Includes students, farm workers, and those who work for the military as civilians.

6.1.2 Propensity and Sector of Employment. The relationship of propensity and sector of employment is shown in Table 6-3. As indicated by the data presented in this table:

- Veteran men employed by the government (federal, state or local) have higher Reserve Components propensity than those employed by private industry, and
- Veteran men employed by the government and those employed by private industry have highly similar propensity for the Active Forces.

TABLE 6-3: PROPENSITY, BY SECTOR OF EMPLOYMENT:
MALE SAMPLE

<u>SECTOR OF EMPLOYMENT</u>	<u>(BASE)</u>	<u>PERCENTAGE WITH PROPENSITY FOR:</u>	
		<u>RESERVE COMPONENTS</u>	<u>ACTIVE FORCES</u>
Private:	(2737)	20.5	11.5
Employed by other	(2564)	20.6	11.5
Self-employed	(173)	19.2	12.2
Public	(544)	26.1*	11.8

* Indicates a reliable difference in the propensity of men in the private and public sectors.

There are several possible explanations for the difference in Reserve Components propensity between male veterans employed in the private sector and those in the public sector. For example, men employed in the public sector may perceive more employer support for the Reserve Components than those employed in the private sector. Other factors may come into play, however. For example, the percentage of male veterans in the private sector with technical/administrative and professional/managerial occupations (32 percent) is greater than the comparable percentage in the public sector (27 percent). Professionals tend to have lower propensity than most other occupational groups (see Table 6-2). Hence, the observed relationship of Reserve Components propensity and sector of employment may reflect, in part, the occupations of individuals employed by the private and public sectors, and not some aspect of employment in the public or private sector per se.

Given the importance of many work-related variables to a major decision such as re-involvement in the military, any one of many work-related variables may influence the relationship of any other such variable and propensity. Development of a coherent and succinct account of the relationship of propensity and individual work-related variables requires holding the influences of other work-related variables constant. A method for accomplishing this is described below, and a discussion of the results of the analysis follows.

6.2 Work-Related Variables and Reserve Components Propensity: Male Sample

6.2.1 The Overall Relationship. Among employed individuals, the relationship of propensity and a set of potentially relevant work-related variables was explored by means of the statistical technique known as multiple regression. Multiple regression

allows examination of the relationship of one variable to a set of variables. Results of a multiple regression analysis show the degree to which scores on a measure, such as Reserve Components propensity, are systematically related to scores on a set of other measures, such as job satisfaction, type of employer and income. The relationship of propensity and any one variable, such as job satisfaction, can also be examined while holding constant the influence of the remaining variables, such as type of employer and income. Moreover, results of a multiple regression indicate the amount of variation in the propensity measure that is accounted for by the set of work variables in question.

Multiple regression is a technique that is often used to accomplish one of two goals: to create a complete model of a key issue such as propensity; or to analyze more fully one variable of that model. If the goal here were to create a complete model of propensity, different types of variables would be used in combination to try to predict propensity. Under this approach, accounting for 30 or more percent of the variance in propensity would be considerable. Alternatively, if the goal were to analyze more fully one variable of a complete model, then only those elements which constitute the variable would be used to predict propensity. Under this second approach, accounting for 5 percent of the variance in propensity would be substantial. The purpose of using multiple regression here is the latter: to analyze more fully only one variable of a complete model -- work-related variables.

The specific work-related variables examined in relation to propensity are shown in Figure 6-1. This set of variables is, in fact, related to Reserve Components propensity, accounting for 8 percent of the variance in that measure.¹⁾

1) The coefficients of the derived linear equation relating the set of work variables to Reserve Components propensity may be found in Appendix D.

**FIGURE 6-1: ECONOMIC AND EMPLOYMENT VARIABLES
INCLUDED IN THE MULTIPLE REGRESSION ANALYSIS**

Type of Employment:

Private or public sector
Self-Employed or not

Occupational Classification:

Professionals
Managers
Salespersons
Clerical workers
Skilled workers
Service workers
Other

Current Employment Situation:

Income (1982 pre-tax)
Hours worked per week
Months at current job as a percentage of months since
separation
Job satisfaction
Reported usefulness in civilian life of the skills obtained
in the service
Perceived difficulty of finding a job
Satisfaction with ability to meet financial needs

Anticipated Future Activities: Likelihood of:

Looking for a job or to change jobs
Looking for a way to make some extra money during spare time
Training for a new or higher level job
Working in a factory in the next few years
Working at a desk in an office in the next few years
Working as a salesperson in the next few years

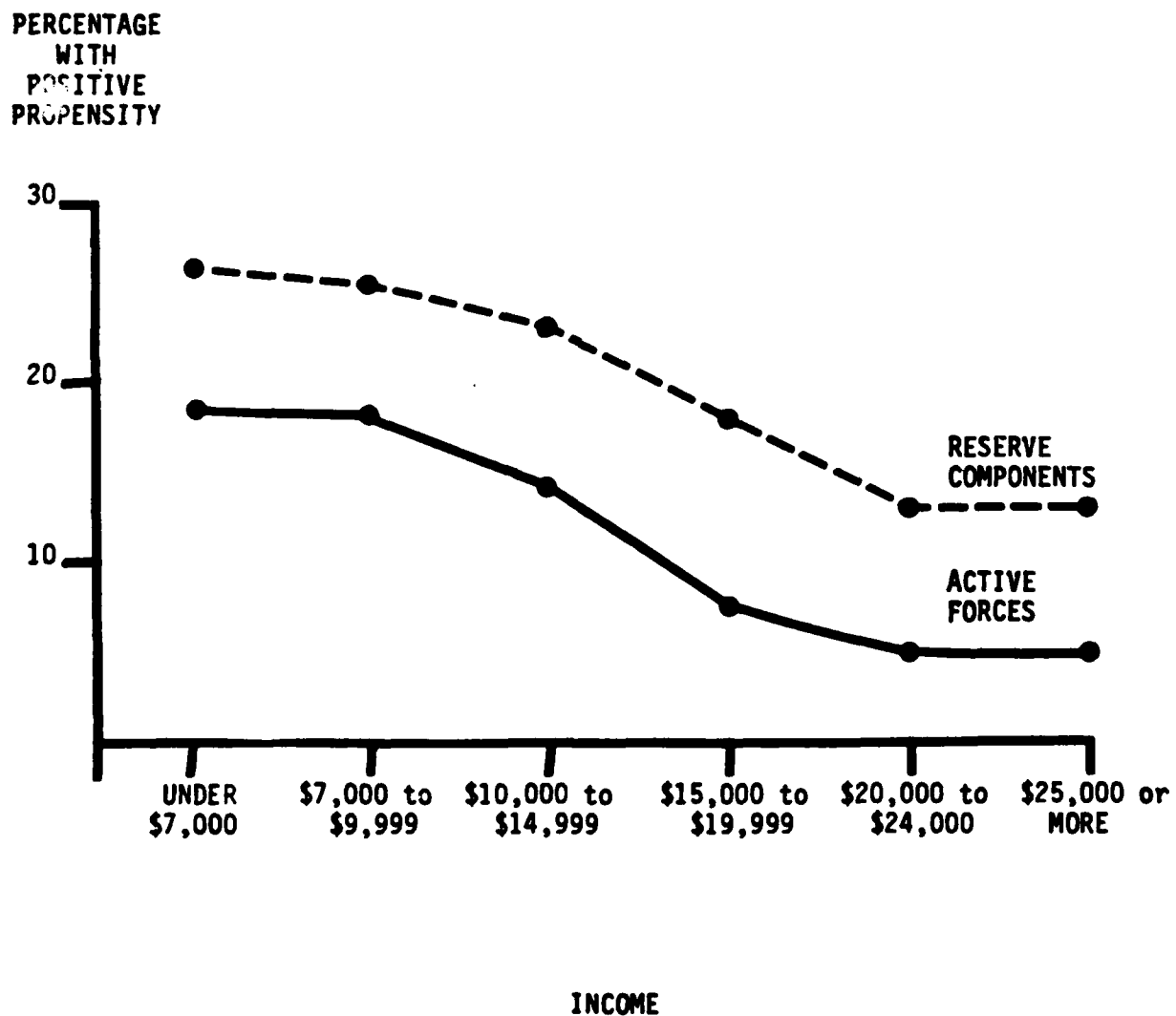
When the effects of the other work-related variables listed in Figure 6-1 are controlled, propensity among male veterans is greater among those who:

- Have lower 1982 pre-tax income (see Figure 6-2),¹⁾
- Report their military skills to be useful in civilian life,
- Report being likely to look for a way to make extra money during their spare time,
- Report being likely to train for a new or higher level job,
- Are dissatisfied with their financial situation as a civilian, and
- Report being likely to work in a factory or as a salesperson in the next few years.

In addition, among veteran men, when the effect of other work-related variables, such as occupation and income, are controlled, sector of employment is related to Reserve Components propensity. Those in the public sector are more likely to have positive propensity than those in the private sector. Because this relationship is still evident when other work-related variables are controlled, there must be some distinguishing characteristics of employment in the public and private sectors (other than those variables analyzed) that account for this difference in propensity. As mentioned earlier, perceived employer support of the Reserve Components may differ between the public sector and the private sector, causing the propensity of individuals in these sectors to differ. This issue is explored in the next section.

1) This figure depicts the observed relationship, not the relationship when the effect of other economic variables are held constant.

**FIGURE 6-2: PROPENSITY AT GIVEN INCOME LEVELS: MALE SAMPLE
(IN PERCENT)**



6.2.2 Sector of Employment and Perceived Support of the Reserve Components¹⁾. The perceived overall effect of Reserve Components enlistment on one's civilian job was explored by asking respondents the following question:

"How do you think it would affect you in a civilian job if you were to be a member of the National Guard or the Reserves? Would it help you, have no effect, or hurt you?"

As shown in Table 6-4, veterans in the private and public sectors do not differ regarding the perception of whether Reserve Components membership will help in a civilian job. Veterans employed in the private sector are more likely than those in the public sector, however, to report Reserve Components enlistment would hurt their civilian employment.

Perceived employer support for Reserve Components enlistment was further explored by means of questionnaire items regarding the overall atmosphere of the company toward the Reserve Components and items regarding attitudes of others with whom a veteran would come in contact at work.

TABLE 6-4: PERCEIVED EFFECT OF RESERVE COMPONENTS MEMBERSHIP ON A CIVILIAN JOB, BY EMPLOYMENT SECTOR:
MALE SAMPLE

<u>PERCEIVED EFFECT ON CIVILIAN JOB</u>	<u>EMPLOYMENT SECTOR</u>	
	<u>PRIVATE</u>	<u>PUBLIC</u>
(BASE)	(1272)	(285)
Help	15.6	16.4
Have no effect	59.2	65.2
Hurt	25.1*	18.4

* Indicates a reliable difference between employees from the private and public sectors.

1) The series of questions discussed in this section was asked only of those respondents who received the Reserve Components questionnaire version.

As may be seen in Table 6-5, male veterans employed in the public sector are more likely than those in the private sector to perceive their organization is supportive of Reserve Components enlistment. Specifically, the publ.: employees are more likely to:

- Report their organization has a policy regarding Reserve Components participation, and
- Report their organization's attitude toward such participation is positive.

**TABLE 6-5: PERCEIVED COMPANY ATMOSPHERE REGARDING
RESERVE COMPONENTS ENLISTMENT, BY EMPLOYMENT SECTOR:**

**MALE SAMPLE
(IN PERCENT)**

<u>EMPLOYMENT ITEM</u>	<u>EMPLOYMENT SECTOR</u>	
	<u>PRIVATE</u>	<u>PUBLIC</u>
(BASE)	(1272)	(285)
<u>Does company have a specific Reserve Components policy?</u>		
Yes	32.5	59.5*
No	48.0*	29.2
Don't know	19.6*	11.3
<u>Perception of company's attitude toward Reserve Components enlistment</u>		
Positive	45.3	60.4*
Neutral	42.7*	30.5
Negative	6.0	4.9
Don't know	6.0	4.2

* Indicates a reliable difference between employees from the private and public sectors.

Perceptions of the overall company policy concerning the Reserve Components are consistent with data on other specific work-related activities and observations concerning Reserve Components support. (See Table 6-6, below.) Male veterans who work in the public sector are more likely than those who work in private industry to report:

- Talking with a supervisor regarding Reserve Components enlistment,
- Talking with co-workers regarding Reserve Components enlistment, and
- Seeing posters or other literature at work encouraging Reserve Components participation.

**TABLE 6-6: REPORTED SUPPORT FOR THE RESERVE COMPONENTS
IN THE WORK PLACE, BY EMPLOYMENT SECTOR: MALE SAMPLE
(IN PERCENT)**

<u>WORKPLACE VARIABLE</u>	<u>EMPLOYMENT SECTOR</u>	
	<u>PRIVATE</u>	<u>PUBLIC</u>
(BASE)	(1272)	(285)
Report talking to supervisor about company's policy on Reserve Components participation	14.3	26.0*
Report talking to co-workers about Reserve Components participation	23.6	42.5*
Report seeing posters or literature at work encouraging Reserve Components participation	12.1	28.2*

* Indicates a reliable difference between employees from the private and public sectors.

6.3 Work-Related Variables and Active Forces Propensity: Male Sample

The relationship of Active Forces propensity to work-related variables was also examined by means of the methods used to examine the relationship of Reserve Components propensity to work-related variables. The set of variables shown earlier in Figure 6-1 and Active Forces propensity are also related. These variables account for 9 percent of the variance in Active Forces propensity among male veterans.¹⁾

When the effects of other work-related variables at issue are controlled, Active Forces propensity is greater among men who:

- Have low 1982 pre-tax income,
- Report dissatisfaction with their present job,
- Report dissatisfaction with ability to meet financial needs as a civilian,
- Report the skills learned in the military to be useful in civilian life,
- Were in clerical positions at the time of the survey,
- Anticipated employment:
 - In a factory in the next few years, or
 - As a salesperson in the next few years,
- Report being likely to look for a way to make extra money, and
- Report being likely to train for a new or higher level job.

1) The coefficients of the derived linear equation relating work-related variables to Active Forces propensity may be found in Appendix D.

While only one of the occupations of employed veterans at the time of the survey -- being a clerical worker -- is related to propensity, type of anticipated work of employed veterans does appear to be related to propensity. Men who report being likely to work in a factory or as a salesperson in the next few years are likely to have positive Active Forces propensity. In other words, once other factors such as current job satisfaction are controlled, veterans' present career or job status appears to play less of a role in the decision to re-enlist than do anticipated future career path and expected job status.

6.4 Relationship of Work-Related Variables to Active Forces and Reserve Components Propensity: A Comparison

The relationship of work-related variables to Reserve Components propensity differs slightly from their relationship to Active Forces propensity. These relationships are shown schematically in Figure 6-3. In this figure, a plus sign indicates that propensity is higher at higher levels of the variable.¹⁾ For example, those individuals who report their military skills have been useful in civilian life are more likely than those who do not to have high Reserve Components propensity. A minus sign indicates that propensity is lower at higher levels of the variable.²⁾ For example, those individuals who report low satisfaction with their financial situation in civilian life are more likely than those who do not to report high Reserve Components and Active Forces propensity.

-
- 1) A plus sign with regard to a "class" variable (a characteristic is either absent or present), such as being in a clerical occupation, indicates that those in clerical positions, compared to those who are not, have higher propensity.
 - 2) A minus sign with regard to a "class" variable, such as private sector employment, indicates that those in the private sector, compared to those in the public sector, have lower propensity.

**FIGURE 6-3: COMPARISON OF THE RELATIONSHIP
OF WORK-RELATED VARIABLES TO ACTIVE FORCES AND TO
RESERVE COMPONENTS PROPENSITY
MALE SAMPLE**

<u>WORK-RELATED VARIABLE¹⁾</u>	<u>RELATION TO:</u>	
	<u>RESERVE COMPONENTS PROPENSITY</u>	<u>ACTIVE FORCES PROPENSITY</u>
Employed by private sector	-	n.r.
1982 pre-tax income	-	-
Job satisfaction	n.r.	-
Satisfaction with financial situation as a civilian	-	-
Usefulness of military skills in civilian life	+	+
Clerical occupation	n.r.	+
Likelihood of:		
Looking for a way to make extra money	+	+
Training for a new or higher level job	+	+
Working in a factory in next few years	+	+
Working as a salesperson in next few years	+	+

n.r. = A reliable relationship has not been demonstrated.

- 1) Only variables in which a reliable relationship has been demonstrated with Reserve Components or Active Forces propensity have been included here.

Among male veterans, when the influence of other work-related variables are controlled:

- Those employed in the public sector are more likely to have positive Reserve Components propensity than those in the private sector. This does not hold true for those with Active Forces propensity.
- Those who are dissatisfied with their present job are more likely than those who are satisfied to have positive Active Forces propensity. This is not characteristic of those with Reserve Components propensity.
- Those employed in clerical positions have higher Active Forces propensity than those not employed in clerical positions. This is not characteristic of those with Reserve Components propensity.

Overall, men appear to regard participation in the Reserve Components as an activity which complements their civilian job but is not a substitute for their job. The Reserve Components may be viewed by those who are somewhat dissatisfied with their financial situation in civilian life as a way to alleviate this dissatisfaction. The Reserve Components does not appear to be viewed as a substitute for a dissatisfying civilian job, however. (There is no evidence of a reliable relationship between job satisfaction/dissatisfaction and Reserve Components propensity.)

In contrast, the Active Forces may be seen as a substitute for civilian employment. Holding the effect of other work variables constant, dissatisfaction with one's civilian job is associated with positive Active Forces propensity. As re-enlistment in the Active Forces would necessitate leaving one's civilian job, it is not surprising that there is no evidence of a reliable relationship between sector of employment (public vs. private) and Active Forces propensity. Both private and public sector employers are probably equally discouraging of employees who wish to resign to take another position, regardless of whether the positions are associated with being a civilian or re-enlisting in the military.

6.5 The Relationship of Work-Related Variables and Propensity: Female Sample

The same method used to explore the relationship of work-related variables and propensity among men was also used to explore the relationships among women.

6.5.1 Work-Related Variables and Reserve Components Propensity. Among veteran women, the set of work-related variables discussed previously and Reserve Components propensity are related, with these variables accounting for 13 percent of the variance in the Reserve Components propensity.

Controlling for the effect of other work-related variables used in the analysis, Reserve Components propensity is higher among women who:

- Work more in an average week,
- Perceive finding a job to be difficult,
- Report dissatisfaction with their financial situation as a civilian,

- Report the skills acquired in the military have been useful in civilian life,
- Are not self-employed,
- Report being likely to look for a way to make extra money, and
- Report being likely to train for a new or higher level job.

Among women, there is no evidence of a reliable relationship between working in the private versus the public sector and Reserve Components propensity.

6.5.2 Work-Related Variables and Active Forces Propensity. Among veteran women, the set of work-related variables in question are also related to Active Forces propensity, with these variables accounting for 11 percent of the variance in Active Forces propensity.

When the effects of other work-related variables on propensity are controlled, Active Forces propensity is high among women who:

- Work more in an average week,
- Perceive finding a job to be difficult,
- Report dissatisfaction with their financial situation as a civilian,
- Are not self-employed,
- Are not employed as managers, and
- Are not employed as salespersons.

Among women, a reliable relationship between satisfaction with one's job at the time of the survey and Active Forces propensity is not evident.

6.5.3 The Relationship of Work-Related Variables to Reserve Components and to Active Forces Propensity Compared. Many of the same work variables relate similarly to Reserve Components and Active Forces propensity when the effect of other variables are controlled. However, some work variables relate differently to Active Forces propensity than to Reserve Components propensity. (See Figure 6-4.)

The type of job held by women at the time of the survey tends to be related to Active Forces propensity but not to Reserve Components propensity. Perhaps women who feel they have successful civilian jobs have little reason to want to re-enter the military full-time. Because Reserve Components enlistment does not necessarily conflict with one's civilian job, female veterans' present occupation may not exert a positive or negative effect on Reserve Components propensity.

When other potentially relevant factors such as job satisfaction are controlled, women who report the skills they acquired in the military have been useful in civilian life have high Reserve Components propensity. Those women who are using the skills acquired in the military in their present jobs may have a high level of confidence in their skills, and, therefore, may feel more confident enlisting in the Reserve Components.¹⁾ Use of a skill in civilian life is not, however, associated with Active Forces propensity. If women have found civilian employment that utilizes their military skills, they may have no reason to be positively attracted or unattracted to the Active Forces.

1) Additional data indicate that women are more likely to have propensity for joining the IRR if given a \$900 cash bonus plus two week refresher training (with full pay and allowances) than if given a \$900 cash bonus with no refresher training. These results suggest that women veterans may feel their military skills are somewhat "rusty" and may therefore feel more comfortable enlisting if given the opportunity to practice their skills and gain more confidence in their abilities.

**FIGURE 6-4: COMPARISON OF THE RELATIONSHIP OF
WORK-RELATED VARIABLES TO ACTIVE FORCES AND
TO RESERVE COMPONENTS PROPENSITY:
FEMALE SAMPLE**

<u>WORK-RELATED VARIABLES¹⁾</u>	<u>RELATION TO:</u>	
	<u>RESERVE COMPONENTS PROPENSITY</u>	<u>ACTIVE FORCES PROPENSITY</u>
Self-employed	-	-
Hours worked per week	+	+
Satisfaction with financial situation as a civilian	-	-
Reported usefulness of military skills in civilian life	+ n.r.	
Perceived difficulty of finding a job	+	+
Occupation:		
Manager	n.r. -	
Salesperson	n.r. -	
Likelihood of:		
Looking for a way to make extra money	+ n.r.	
Training for a new or higher level job	+ n.r.	

n.r. = A reliable relationship has not been demonstrated.

- 1) Only variables in which a reliable relationship with Reserve Components or Active Forces propensity has been demonstrated have been included here.

Being likely to look for a way to make extra money or being likely to train for a new or higher level job are related to Reserve Components propensity but not Active Forces propensity. These findings suggest that women may regard the Reserve Components as a source of additional income and skill training that may help them in civilian life.

6.6 Summary and Implications

The relationships of a set of work-related variables to Reserve Components and Active Forces propensity were explored in this chapter.

6.6.1 Reserve Components Propensity (Men). The set of variables explored and Reserve Components propensity are related among male veterans, accounting for an appreciable percentage of the variance in the Reserve Components propensity.

When other relevant variables are controlled, Reserve Components propensity tends to be high among men who are dissatisfied with their financial situation and with their future job prospects. In addition, veteran men employed in the public sector are more likely than those employed in the private sector to have positive Reserve Components propensity. Moreover, public sector employees are more likely than private sector employees to perceive that their Reserve Components membership is supported by their employers and by fellow employees. Veterans employed in the private sector are more likely than those employed in the public sector to think Reserve Components enlistment would hurt one's civilian job.

Given the important role that the perceived attitudes of employers toward Reserve Components membership appear to play in Reserve Components propensity, Reserve Components may benefit from making stronger efforts to encourage employers (particularly in private industry) to take a more active role in supporting Reserve Components membership among their employees. Although the public sector is perceived as far surpassing the private sector in support of the Reserve Components, room appears to remain even in the public sector for additional measures in this regard. Efforts that increase employee perceptions of employers' support for

Reserve Components enlistment and perceptions that Reserve Components enlistment will not jeopardize civilian jobs may also enhance Reserve Components propensity in both the public and private sectors.

Active Forces Propensity (Men). Among male veterans, the set of work variables discussed also accounts for an appreciable percentage of the variance in Active Forces propensity.

When other economic variables analyzed are controlled, Active Forces propensity is high among those dissatisfied with both their financial situation and their civilian jobs.

In most cases, there is no evidence of a reliable relationship between male veterans' occupation at the time of the survey and propensity. Anticipated type of employment over the next few years is, however, related to propensity, suggesting that future job status plays more of a role in Active Forces propensity than does present job status. Promotional campaigns for the Active Forces may therefore be enhanced by positioning the Active Forces as a means to future job status as well as a place of high day-to-day job satisfaction.

Reserve Components Versus Active Forces Propensity (Men). Some work-related variables relate similarly to Reserve Components and to Active Forces propensity when the effects of other work-related variables are held constant. As income and overall financial satisfaction of veteran men increase, both Reserve Components and Active Forces propensity decrease.

There are, however, differences in the relationship of some work variables to Reserve Components propensity and to Active Forces propensity. Among men, sector of employment (public vs. private) is related to Reserve Components propensity but not necessarily to Active Forces propensity. Re-joining the Active

Forces would involve leaving one's present job, whereas joining the Reserve Components would not. Consequently, men with Active Forces propensity may not be highly concerned about their employer's attitudes regarding Active Forces re-enlistment.

Job satisfaction is associated with Active Forces propensity among men but not with Reserve Components propensity. This finding is consistent with perceiving joining the Active Forces as similar to taking a new full-time job (one that may be associated with greater job satisfaction). Reserve Components enlistment, however, is probably not perceived as a substitute for a full-time job and, therefore, is not related to job satisfaction.

Work Variables and Propensity Among Women. Among women, the set of work variables in question is also related to both Reserve Components and Active Forces propensity. Both Reserve Components and Active Forces propensity are greater among those who are dissatisfied with their financial situation as a civilian, and perceive finding a job to be difficult.

Certain work-related variables also relate differently to Active Forces and Reserve Components propensity among women. When such differences exist, they are highly consistent with the different time demands and financial rewards of the Reserve Components and the Active Forces. The data also suggest that confidence in the skills acquired in the military may play a positive role in Reserve Components propensity among women.

7.0 MARITAL STATUS OF VETERANS AND THE INFLUENCE OF A SPOUSE OR SIGNIFICANT OTHER INDIVIDUAL ON PROPENSITY

The opinions of significant others such as spouses, fiancée(s), girlfriends, or boyfriends play an important role in the lives of most adults. Those involved in significant relationships are often concerned as to how certain personal decisions will affect the relationship. The effect of interpersonal obligations such as marriage, therefore, may influence an individual's willingness to make changes in his or her life, such as enlisting in the Reserve Components or re-enlisting in the Active Forces. Veterans' marital status and the perceived feelings of spouses (or of significant other individuals) about Reserve Components enlistment and Active Forces re-enlistment were therefore explored as determinants of propensity.

This chapter first presents:

- The distribution of marital status at the time of the survey,
- The percentage of respondents who report getting married while on active duty,
- The percentage of respondents whose spouses were associated with the military when they were married, and
- The percentage of respondents whose spouses are currently associated with the military.

Next, the relationship between the spouse's association with the military and the respondent's propensity is examined. Finally, the potential influence of a spouse (or that of a significant other individual) on propensity is explored.

7.1 Marital Status of Veterans

More than 50 percent of the veterans sampled report being married at the time of the survey. A slightly higher percentage indicate being married at some previous time. (See Table 7-1.)

TABLE 7-1: MARITAL STATUS OF VETERANS

<u>MARITAL STATUS</u>	<u>SAMPLE</u>	
	<u>MEN</u>	<u>WOMEN</u>
(BASE)	(3982)	(1260)
Currently married	50.5	59.7
Widowed	0.1	0.6
Separated	1.8	1.5
Divorced	4.8	5.3
Single	42.8	32.9
	57.2	67.1

Sixty percent (60%) of the veteran men who are, or have been, married report getting married while on active duty. More than 80 percent of the comparable group of veteran women report getting married while on active duty.¹⁾ Most veteran men who were married while in the military married civilians. In contrast, most veteran women who were married while in the military married men who were also in the military. (See Table 7-2.)

- The spouses of 14 percent of veteran men who were married while on active duty were in the military at the time.
- The spouses of over 82 percent of the women who were married while on active duty were in the military at the time.

**TABLE 7-2: TIME OF MARRIAGE AND
MILITARY AFFILIATION OF SPOUSE WHEN MARRIED
(IN PERCENT)**

	SAMPLE	
	<u>MEN</u>	<u>WOMEN</u>
<u>Time of marriage</u>		
(BASE)	(2277)	(845)
While on active duty	58.9	81.5
Not while on active duty	41.1	18.5
<u>At time of marriage spouse was:²⁾</u>		
(BASE)	(1342)	(689)
In the Active Forces	13.5	82.4
In the Reserve Forces	0.5	1.0
A civilian	86.0	16.6

- 1) It should be noted that women who married (and changed their names) after they separated from the service may be more difficult to locate and interview than those married before they left the service. The former may therefore be underrepresented in the VATS sample. If this is the case, the percentage of women sampled who married while on active duty may overestimate the actual percentage in the female veteran population.
- 2) Asked only of those who were married while on active duty.

As can be seen in Table 7-3, the spouses of many veteran women (38 percent) were in the Active Forces or the Reserve Forces at the time of the survey. The percentage of veteran men whose spouses were in the Active or Reserve Forces at the time of the survey is extremely small (approximately 2 percent).

TABLE 7-3: CURRENT ACTIVITIES OF VETERANS' SPOUSES
(IN PERCENT)

	SAMPLE	
	<u>MEN</u>	<u>WOMEN</u>
<u>Spouse's current activities</u> ¹⁾		
(BASE)	(2008)	(752)
Civilian employee:		
Full-time	50.8	63.8
Part-time	14.6	6.6
In the military:	1.9	37.6
In Active Forces	1.3	34.4
In Reserve Forces	0.6	3.2
In school	21.7	32.1
Homemaker with no outside job	29.6	1.9

1) Categories are not mutually exclusive.

7.2 The Relationship of Current Military Affiliation of One's Spouse and Propensity

The propensity levels of veterans who were married and living with their spouse at the time of the survey ("married veterans") and of those veterans who were not married and living with their spouse at the time of the survey ("unmarried veterans") are shown in Table 7-4. Veterans who are married have lower propensity than their unmarried counterparts.

**TABLE 7-4: PROPENSITY BY MARITAL STATUS
(IN PERCENT)**

SAMPLE AND MARITAL STATUS	(BASE)	POSITIVE PROPENSITY IN THE:	
		RESERVE COMPONENTS	ACTIVE FORCES
Men			
Unmarried	(1971)	24.2*	14.8*
Married	(2008)	20.6	10.8
Women			
Unmarried	(508)	29.2*	16.9*
Married	(752)	20.9	12.2

* Indicates a reliable difference between unmarried and married veterans.

Being married is not always associated with low propensity, however. A spouse's military affiliation also appears to play an important role in the relationship between a respondent's marital status and propensity. This is evident when the propensity levels of the following three groups of individuals are compared:

1. Veterans whose spouse is currently affiliated with the military (military spouse),¹⁾
2. Veterans whose spouse is not currently affiliated with the military (non-military spouse),²⁾ and
3. Veterans who are not currently married or living with their spouse (unmarried).

The data in Tables 7-5 and 7-6 indicate that unmarried veterans have higher propensity than those who are married who have non-military spouses. However, there is not a reliable difference between propensity of married veterans with military spouses and of unmarried veterans.

^{1,2)} The propensity of veterans whose spouses were and were not in the military when married are compared later in this section.

TABLE 7-5: PROPENSITY BY MARITAL STATUS GROUP:
VETERAN MEN
(IN PERCENT)

<u>MARITAL STATUS GROUP</u>	<u>(BASE)</u>	<u>POSITIVE PROPENSITY IN THE:</u>	
		<u>RESERVE COMPONENTS</u>	<u>ACTIVE FORCES</u>
Unmarried	(1971)	24.2*	14.8*
Married with non- military spouse	(1968)	20.2	10.5
Married with military spouse ¹⁾	(39)	40.4*	25.9

TABLE 7-6: PROPENSITY BY MARITAL STATUS GROUP:
VETERAN WOMEN
(IN PERCENT)

<u>MARITAL STATUS GROUP</u>	<u>(BASE)</u>	<u>POSITIVE PROPENSITY IN THE:</u>	
		<u>RESERVE COMPONENTS</u>	<u>ACTIVE FORCES</u>
Unmarried	(508)	29.2*	16.9*
Married with non- military spouse	(469)	18.8	11.2
Married with military spouse	(283)	24.4	13.9

* Indicates a reliable difference between the marital status groups indicated. (Based on an analysis of variance and post-hoc t-tests. The percentages are tabled instead of means for ease of presentation.)

1) The small size of this base and the large resultant standard error of the derived proportion should be noted.

One possible explanation for these findings is that veterans married to individuals also in the military may have always been more positively inclined toward the military compared to veterans married to civilians. If this is true, then the propensity of veterans whose spouses were also in the military at the time of their marriage should be greater than the propensity of veterans whose spouses were not in the military at the time of their marriage. There is not a reliable difference, however, between the propensity of veterans whose spouses were and were not in the military at the time of their marriages.

An alternative explanation of the pattern of propensity among unmarried veterans and married veterans with military spouses and those with non-military spouses is as follows. Being married to someone presently associated with the military may increase the probability of coming into contact, or staying in contact, with other military personnel who are likely to be supportive of Reserve Components enlistment or Active Forces re-enlistment. This explanation was investigated by comparing perceived peer support of unmarried veterans and that of married veterans whose spouses are and are not currently in the military.

Table 7-7 shows the perceived peer support for a decision to re-enter the military among unmarried veterans and among married veterans with military spouses and those with non-military spouses. Perceived peer support for joining the Reserve Components or the Active Military is higher among veterans who have military spouses than among the other two groups of veterans in question. There is not a reliable difference between unmarried veterans and veterans with non-military spouses in this regard.

The friends of veterans who have military spouses are perceived as highly supportive of Reserve Components enlistment or Active Military re-enlistment. This appears to counteract the tendency for married veterans to have lower propensity than unmarried veterans.

**TABLE 7-7: PERCEIVED PEER SUPPORT FOR RESERVE COMPONENTS
ENLISTMENT, BY MARITAL STATUS
(IN PERCENT)**

<u>MARITAL STATUS GROUP</u>	<u>SAMPLE</u>			
	<u>MEN</u>		<u>WOMEN</u>	
	<u>(BASE)</u>	<u>%</u>	<u>(BASE)</u>	<u>%</u>
Unmarried	(1971)	22.5	(507)	25.1
Married with non- military spouse	(1968)	22.1	(469)	20.4
Married with military spouse	(39)1)	39.5*	(283)	32.7*

* Indicates the percentage is reliably higher than for any other marital status group.

1) The small size of this base and the large resultant standard error of the derived proportion should be noted.

7.3 The Potential Influence of a Spouse's Favorability on Propensity

The potential influence of a spouse, girlfriend, boyfriend, or fiancé(e) on propensity was explored by asking veterans a series of questions beginning with:

"Do you think your (girlfriend or wife/boyfriend or husband) would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased, if you were to enlist in the National Guard or Reserve Forces?"¹⁾

Responses to this question are shown in Table 7-8.

TABLE 7-8: ANTICIPATED REACTION OF SPOUSE OR "FRIEND" IF RESPONDENT JOINED THE RESERVE COMPONENTS OR ACTIVE FORCES

RESPONSE	MEN		WOMEN	
	RESERVE COMPONENTS	ACTIVE FORCES	RESERVE COMPONENTS	ACTIVE FORCES
(BASE)	(1989)	(1993)	(621)	(639)
Very pleased	3.9	6.0	5.2	5.1
Somewhat pleased	12.9	8.7	10.9	8.3
Neither pleased nor displeased	29.0	14.3	26.6	15.0
Somewhat displeased	23.4	21.9	19.4	21.4
Very displeased	25.3	43.0	28.9	40.8
Do not have spouse/friend ²⁾	5.5	6.2	8.8	9.4

- 1) Parallel questions were also asked regarding Active Forces enlistment. Half of the sample was asked the series of questions regarding the Active Forces, and the other half was asked the parallel Reserve Components series of questions.
- 2) This was not one of the specified response alternatives. Respondents volunteered this information.

Respondents who had a spouse or girlfriend/boyfriend and who, originally, did not think their spouse or girlfriend/boyfriend would be "Very pleased" if they joined a Reserve Component were asked the following question:

"If you discussed serving in the National Guard or Reserve Forces with your (girlfriend or wife/boyfriend or husband) and found out that he/she would be very pleased if you enlisted in the National Guard or Reserves, would this have any influence on your feelings about enlisting in the National Guard or Reserves?"

If the answer to this question was "Yes," one other question in this series was asked:

"How likely would you be to enlist if you found out he/she would be very pleased?"

Responses to these second and third questions are shown in Table 7-9.

TABLE 7-9: INFLUENCE OF SPOUSE OR "FRIEND" BEING VERY PLEASED ABOUT PARTNER'S MILITARY ENLISTMENT¹⁾

RESPONSE	MEN		WOMEN	
	RESERVE COMPONENTS	ACTIVE FORCES	RESERVE COMPONENTS	ACTIVE FORCES
(BASE)	(1805)	(1756)	(536)	(547)
Would be influenced:	28.3	34.7	33.8	37.5
How influenced: ²⁾				
Definitely enlist	1.2	2.0	3.0	5.1
Probably enlist	15.0	15.2	17.5	15.9
Probably not enlist	9.0	13.6	9.5	12.4
Definitely not enlist	2.4	2.6	3.0	2.4
Would not be influenced	67.1	60.4	59.7	58.5
Have already discussed topic with spouse or "friend" ³⁾	3.1	2.8	3.9	2.2
Don't know	1.5	2.1	2.6	1.8

- 1) Asked only of respondents whose responses were less than "very pleased" to the first question in the series.
- 2) The subcategories will not necessarily add to the total category because of "Don't know" responses.
- 3) This was not one of the specified response alternatives. Respondents volunteered this information.

The responses to this series of questions were used to adjust the standard propensity measure to determine the potential impact of a spouse's or other significant individual's positive feelings about the respondent's re-involvement in the military. Propensity, as originally computed, and propensity, as adjusted for the impact of such individuals' favorability appear in the table on the following page. The increase in propensity associated with a spouse, or other significant individual, being very pleased if an individual (re-)enlisted is considerable. (See Tables 7-10A and 7-10B.)

Among veteran men:1)

- Reserve Components propensity increases from 24 percent to 30 percent.
- Active Forces propensity increases from 13 percent to 23 percent.

Among veteran women:2)

- Reserve Components propensity increases from 23 percent to 34 percent.
- Active Forces propensity increases from 14 percent to 27 percent.

The increases in propensity noted above probably represent the maximum effect that a spouse's (or other significant individual's) favorability can exert on propensity. Respondents sampled may have felt somewhat compelled to indicate higher propensity after being asked the series of questions discussed in this section.

1,2) The unadjusted propensity data presented are based on separate propensity measures derived from the Active and Reserve Components questionnaires. Consequently, the baseline standard propensity used for comparison reflect the propensity of a subsample and may not be identical to the propensity data discussed in Chapters 3 and 4.

**TABLE 7-10A: RESERVE COMPONENTS PROPENSITY ADJUSTED FOR SPOUSES¹⁾HAVING A FAVORABLE ATTITUDE TOWARD ENLISTMENT
(PERCENTAGE WITH POSITIVE PROPENSITY)**

<u>SAMPLE</u>	<u>(BASE)</u>	<u>RESERVE COMPONENTS PROPENSITY:</u>		<u>PERCENTAGE INCREASE</u>
		<u>ORIGINAL</u>	<u>ADJUSTED</u>	
Men	(1989)	24.0	30.1*	25.4
Women	(621)	23.4	34.0*	45.3

**TABLE 7-10B: ACTIVE FORCES PROPENSITY ADJUSTED FOR SPOUSES¹⁾HAVING A FAVORABLE ATTITUDE TOWARD RE-ENLISTMENT
(PERCENTAGE WITH POSITIVE PROPENSITY)**

<u>SAMPLE</u>	<u>(BASE)</u>	<u>ACTIVE FORCES PROPENSITY:</u>		<u>PERCENTAGE INCREASE</u>
		<u>ORIGINAL</u>	<u>ADJUSTED</u>	
Men	(1993)	13.3	23.2*	74.4
Women	(639)	13.5	26.6*	97.0

* Indicates a reliable difference between the adjusted percentage and the original percentage.

1) Or significant other individuals.

7.4 Summary and Implications

Veterans' marital status and the relationship of marital status and propensity have been addressed in this chapter. Over 50 percent of the veterans sampled were married and living with their spouse at the time of the survey.

The propensity of unmarried veterans is higher than that of their married counterparts. When military affiliation of the veterans' spouse is controlled, however, the propensity of unmarried veterans exceeds the propensity only of married veterans whose spouses are not currently military personnel.

Friends of those veterans whose spouses are currently in the military are perceived as quite supportive of re-enlistment in the Active Forces or enlistment in the Reserve Components. For married veterans with military spouses, perceived peer support for re-enlistment may partially outweigh the tendency for married veterans to have relatively low propensity.

The potential impact of (re)enlistment approval by a spouse (or other significant individual) on propensity was also discussed in this chapter. Propensity levels increased markedly when adjusted to account for the effect of one's spouse being very pleased if one joined the Reserve Components or the Active Forces. When adjusted in this manner, Reserve Components propensity increased 25 percent among veteran men and 45 percent among veteran women. Active Forces propensity increased 74 percent among veteran men and almost 100 percent among veteran women.

These results indicate that increasing spouses' (or other significant individuals') positive feelings toward their partner's potential re-involvement in the military, as well as increasing veterans' perceptions that spouses (or significant other individuals) may be supportive of a re-enlistment decision, may be highly productive areas to address in future advertising and promotional efforts directed specifically toward veterans.

APPENDIX A

**YEAR-TO-YEAR TRACKING
OF RESERVE COMPONENTS PROPENSITY**

As indicated in Chapter 2, the sample specifications of this year's study are not equivalent to those of previous years. Veteran men with a Mental Category IV classification¹⁾ and veteran men and women with six or more years of Active Military service were included in the 1983 sample, but not in previous samples. In order to compare Reserve Components propensity in 1982 and 1983 here, only that subsample of the 1983 total sample that is equivalent to samples from previous years was used.

Propensity of the 1983 subsample that is equivalent to that of prior years can be found in Tables A-1 and A-2, along with the propensity of the samples from 1978 to 1982.²⁾ Propensity from 1978 to 1983 is also depicted graphically in Figure A-1.

A comparison of propensity in 1983 and 1982 shows that:

- Among men, propensity has remained stable, at 24 percent, and
- Among women, propensity has declined from 30 percent in 1982 to 24 percent in 1983.

1) Mental Category classifications for the female sample are not available.

2) This 1983 subsample was weighted by branch of prior service, as were equivalent samples in previous years. These weights were calculated specifically for use with the 1982 equivalent 1983 subsample, and differ, therefore, from the weights used for the 1983 total sample.

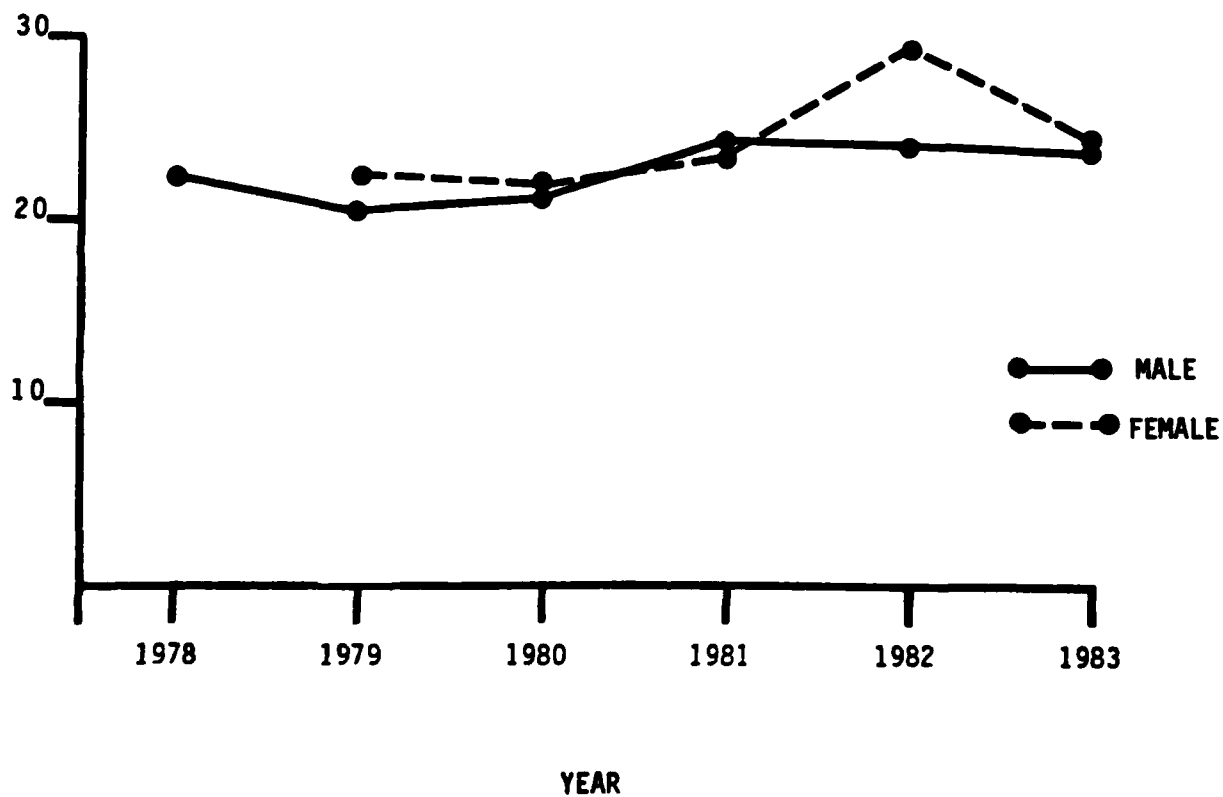
TABLE A-1: PROPENSITY TO ENLIST IN THE RESERVE COMPONENTS: MEN
(IN PERCENT)

RESPONSE	YEAR					
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
(BASE)	(1498)	(1536)	(1712)	(1812)	(1791)	(2819)
Definitely or probably enlist	<u>22.1</u>	<u>20.4</u>	<u>21.3</u>	<u>24.4</u>	<u>24.1</u>	<u>23.7</u>
Definitely enlist	2.2	1.8	1.6	2.6	2.3	2.0
Probably enlist	19.9	18.6	19.7	21.8	21.8	21.6
Probably not enlist	23.2	27.0	29.2	24.5	28.8	28.5
Definitely not enlist	54.7	52.6	49.4	50.2	47.1	47.8

TABLE A-2: PROPENSITY TO ENLIST IN THE RESERVE COMPONENTS: WOMEN
(IN PERCENT)

RESPONSE	YEAR					
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
(BASE)	(N/A)	(395)	(560)	(572)	(564)	(904)
Definitely or probably enlist	N/A	<u>22.3</u>	<u>21.9</u>	<u>23.9</u>	<u>29.5*</u>	<u>24.0</u>
Definitely enlist	N/A	2.0	1.2	3.1	2.9	2.9
Probably enlist	N/A	20.3	20.7	20.8	26.6*	21.1
Probably not enlist	N/A	26.3	27.2	27.2	25.5	24.1
Definitely not enlist	N/A	51.4	50.9	48.9	45.0	51.9*

* Indicates a reliable difference between the 1982 and 1983 levels.

FIGURE A-3: YEAR-TO-YEAR RESERVE COMPONENTS PROPENSITYPERCENTAGE
WITH
POSITIVE
PROPENSITY

The level of 1983 propensity shown in Tables A-1 and A-2 is not the same as the propensity of the entire 1983 sample, discussed in Chapter 3. The propensity of the 1983 subsamples included for the first time this year, and that of the subsample which is equivalent to earlier samples differ from one another.¹⁾ Specifically,

- Men classified in Mental Category IV have higher propensity than those classified in Mental Categories I-III, and
- Men with six years or more of Active Military service have lower propensity than those who have served actively for between two and six years.

Among women, there is no systematic relationship between length of service and propensity.

Tables A-3 and A-4 show year-to-year comparisons of propensity to enlist in individual Reserve components. Reliable differences between 1982 and 1983 may be seen in component propensities:

- Among veteran men, propensity for enlisting in the Naval Reserve has declined from 8 percent to 5 percent.
- Among veteran women, 1983 propensity for each and every branch is lower than 1982 propensity. These findings are consistent with the 1982-1983 decline in overall Reserve Components propensity among women.

1) Based on unweighted data, analyzed by branch of prior service. For a more detailed discussion of propensity of the 1982 equivalent and non-equivalent subsamples of the 1983 data, see "Veterans Attitude Tracking Study Topline Report," December 15, 1983.

**TABLE A-3: PROPENSITY TO ENLIST IN INDIVIDUAL
RESERVE COMPONENTS: MEN
(PERCENTAGE WITH POSITIVE PROPENSITY)**

<u>RESPONSE</u>	<u>YEAR</u>					
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
(BASE)	(1498)	(1536)	(1712)	(1812)	(1791)	(2819)
Army National Guard	10.9	8.2	9.1	10.2	10.7	11.6
Army Reserve	11.4	8.5	9.1	9.7	9.1	10.8
Naval Reserve	5.9	5.3	5.7	7.1	7.6*	5.2
Marine Corps Reserve	5.0	4.3	4.2	5.7	4.8	5.0
Air National Guard	7.6	6.5	6.1	9.0	9.3	8.1
Air Force Reserve	6.9	6.8	6.5	8.9	8.6	8.0

**TABLE A-4: PROPENSITY TO ENLIST IN INDIVIDUAL
RESERVE COMPONENTS: WOMEN¹⁾
(PERCENTAGE WITH POSITIVE PROPENSITY)**

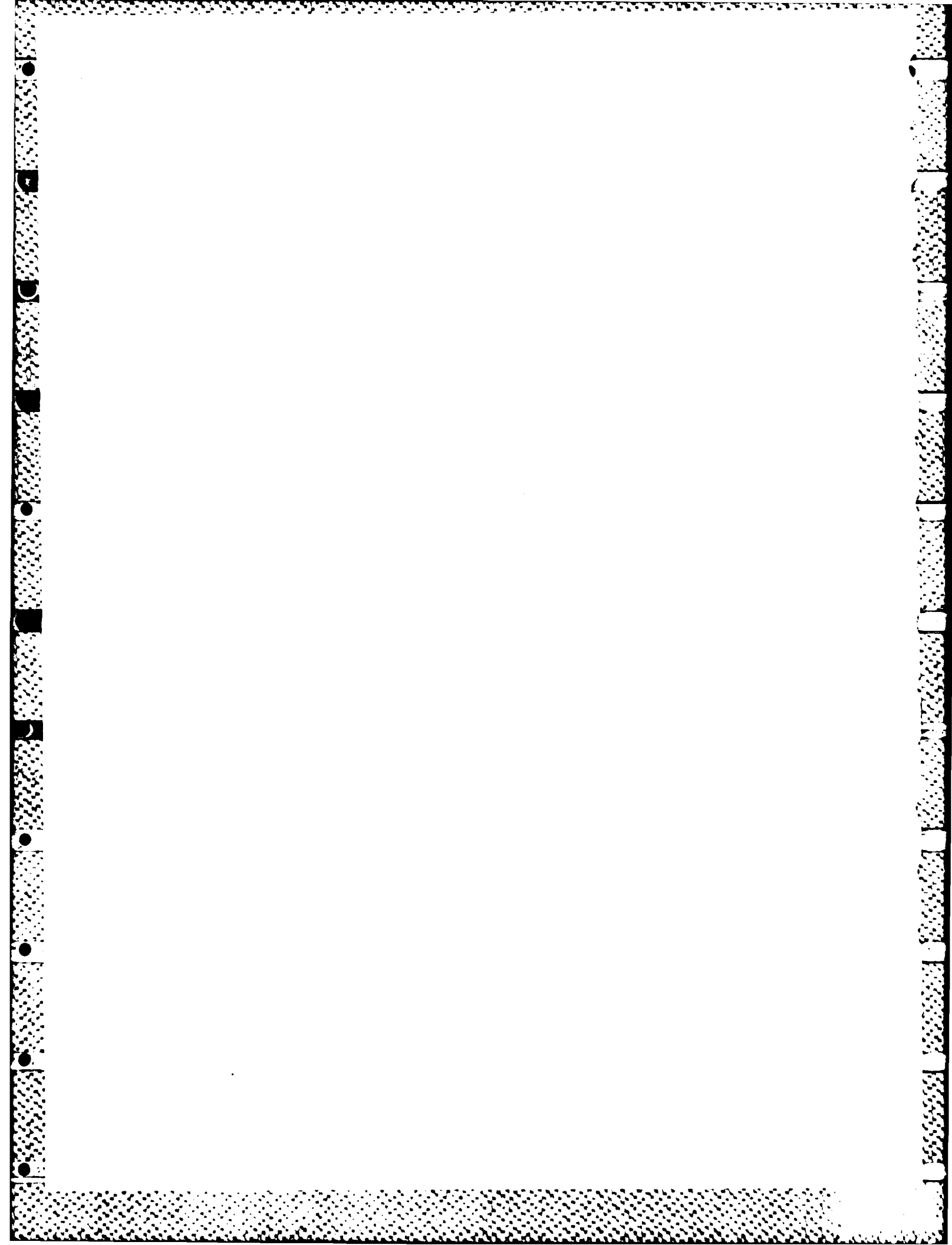
<u>RESPONSE</u>	<u>YEAR</u>					
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
(BASE)	(N/A)	(395)	(560)	(572)	(560)	(904)
Army National Guard	N/A	10.2	9.4	9.4	9.7	8.5
Army Reserve	N/A	10.4	10.8	12.8	11.1	10.1
Naval Reserve	N/A	10.9	7.4	8.1	9.0	7.8
Air National Guard	N/A	7.0	6.8	8.3	11.9	10.1
Air Force Reserve	N/A	8.5	9.0	10.7	14.9	12.0

* Indicates a reliable difference between the 1982 and 1983 levels.

1) Enlistment propensity for women toward the Marine Corps Reserve cannot be measured in a manner comparable to that for other Reserve components, since no women of the Marine Corps are included in the sample.

APPENDIX B

SAMPLE SCREENER AND QUESTIONNAIRES



SCREENER

ARBOR, INC.
3401 Market Street
Philadelphia, Pennsylvania 19104

October/November, 1983
Job #9950

OMB #074-0107

Expires: 30 September 1986

VETERANS ATTITUDE TRACKING STUDY

1983 SCREENER

TELEPHONE # () - - - - -	INTERVIEWER # - - - -	ID# 1- 2- 3- 4-
DATE OF INTERVIEW - - - - -	START TIME - - - : - - -	
IF AT ANY POINT IN THE SCREENER THE RESPONDENT HANGS UP, CALL THE SUPERVISOR IMMEDIATELY.		NO. 5- 6-
INTRODUCTION: Hello, my name is . I'm calling from ARBOR, a national research organization in Philadelphia. I'd like to speak with (NAME ON CALL RECORD).		BLK. 7- 8- 9- 10-
() Initial hangup (CODE 05)		
() Respondent moved -- ATTEMPT TO GET NEW TELEPHONE NUMBER. IF NO NEW NUMBER, END INTERVIEW -- CODE 06. IF GET NEW NUMBER, WRITE ON CALL RECORD IN "OTHER PHONE" BOX AND DIAL.		ST. 11- 12-
() Respondent not at this telephone number and cannot be located (END INTERVIEW -- CODE 07)		SRV. 13-
() Person on phone refused to get target person. READ: Everyone has the right to refuse to be in this survey, but it is very important that the person to be surveyed has the opportunity to refuse or accept for himself/herself. May I please speak with (NAME ON CALL RECORD). (IF PERSON STILL REFUSED OR HANGS UP, END INTERVIEW -- CODE 08)		PERS. 14- 15- 16- 17- 18-
() Other (SPECIFY): _____		
IF TARGET PERSON ANSWERED PHONE, READ: We are conducting a survey to help the Federal Government learn more about the career and educational plans of veterans. You have been chosen to participate by chance. Any information you give us is protected under the Privacy Act of 1974; it will be kept strictly confidential by our firm, and it will not be used for any other purposes.		19- 20- 21- 22- 23- 24- 25-
() RESPONDENT HANGS UP (CALL SUPERVISOR)		
IF SOMEONE OTHER THAN TARGET PERSON ANSWERED, WHEN TARGET PERSON IS ON PHONE READ: Hello, my name is . I'm calling from ARBOR, a national research organization in Philadelphia. We are conducting a survey to help the Federal Government learn more about the career and educational plans of veterans. You have been chosen to participate by chance. Any information you give us is protected under the Privacy Act of 1974; it will be kept strictly confidential by our firm, and it will not be used for any other purposes.		26- 27- 28- 29- 30-
() RESPONDENT HANGS UP (CALL SUPERVISOR)		
1. What county (or parish) do you live in currently? (WRITE IN): _____		31- 32- 33- 34-
2. What is your current zip code? (WRITE IN): _____-40-44		35- 36- 37-
3a. Have you ever been in the military service? 1() Yes (#3c NEXT) 2() No () RESPONDENT HANGS UP (CALL SUPERVISOR)		CO. 38- 39- 45-
3b. IF NO IN Q. 3a, ASK: Is this (READ NAME ON CALL RECORD) at (READ ADDRESS ON CALL RECORD)? 1() Yes (END INTERVIEW -- CODE 09) 2() No (END INTERVIEW -- CODE 09. CHECK WITH OPERATOR TO GET CORRECT NUMBER OF PERSON LISTED ON THE CALL RECORD -- START WITH A NEW SCREENER)		
3c. IF YES IN Q. 3a, ASK: Are you now on active duty or have you re-entered the active forces and are currently awaiting assignment? 1() Yes (END INTERVIEW -- CODE 10) 2() No () RESPONDENT HANGS UP (CALL SUPERVISOR)		

SCREENER -- 2

3d. IF NO IN Q. 3c, ASK:

Are you currently a member of the Selected Reserve in paid drill status; that is, going to night or weekend unit training assemblies and summer training camp?

- 1() Yes (END INTERVIEW -- CODE 11) 2() No
() RESPONDENT HANGS UP (CALL SUPERVISOR)

3e. IF NO IN Q. 3d:

For how many years and months were you in the active military service?

- () Less than 2 years (END INTERVIEW -- CODE 12) -45
2() 2 years -- 2 years, 11 months
3() 3 years -- 3 years, 11 months
4() 4 years -- 4 years, 11 months
5() 5 years -- 5 years, 11 months
6() 6 years -- 6 years, 11 months
7() 7 years -- 7 years, 11 months
8() 8 years -- 8 years, 11 months
9() 9 years -- 9 years, 11 months
0() 10 years or more

IF RESPONDENT HANGS UP, CALL SUPERVISOR

3f. In what month and year were you separated from active duty? CHECK MONTH AND YEAR.

() Before April 1980 (END INTERVIEW -- CODE 12)

	MONTH		YEAR
47-	01() January	07() July	49- 01() 80
48-	02() February	08() August	1() 81
	03() March	09() September	2() 82
	04() April	10() October	3() 83
	05() May	11() November	
	06() June	12() December	

IF RESPONDENT HANGS UP, CALL SUPERVISOR

3g. In what branch of the military did you serve?

- 1() Army 3() Marines -50
2() Navy 4() Air Force
() Coast Guard (END INTERVIEW -- CODE 13)

IF RESPONDENT HANGS UP, CALL SUPERVISOR

3h. CHECK SEX:

- 1() Male 2() Female -51

SCREENER COMPLETED -- FROM NOW ON TERMINATIONS CODED AS INCOMPLETE INTERVIEWS.

FILL IN AFTER INTERVIEW COMPLETED/OR TERMINATIONS. USE CONTINUED ADDRESS FROM LAST PAGE OF QUESTIONNAIRE (IF AVAILABLE) -- FILL IN LOWER BOX IMMEDIATELY

CALL CODE:

- 1() Regular complete -52
2() Converted complete
3() 1st call incomplete; 2nd call also incomplete
4() Refusal (listens to part or all of the introduction but will not participate in the survey)
5() Not qualified (END INTERVIEW -- CODE IN Q. 3a - Q. 3g) 53-(BLANK)

RESPONDENT _____	PHONE _____
ADDRESS _____	
CITY _____	STATE _____ ZIP _____
SAMPLE SEGMENT: NU. _____ BLK. _____ ST. _____ SRV. _____	

"ACTIVE" QUESTIONNAIRE VERSION

AMOR, INC.
3401 Market Street
Philadelphia, Pennsylvania 19104

October/November, 1983
Job #9950

OMB #0704-0107
Expires: 30 September 1986

SAMPLE SEGMENT: VETERANS ATTITUDE TRACKING STUDY

VERSION: 54-

NO. _____
BLK. _____
ST. _____
SRV. _____

1983 QUESTIONNAIRE

ACTIVES A _____
B _____

1. How old were you on your last birthday? _____ -55-56
(WRITE IN)

2a. Do you have a high school diploma?
1() Yes 2() No (#3 NEXT) -57

2b. IF YES IN Q. 2a:
Is that:
1() A regular diploma, or 0() NA -58
2() A high school equivalency degree -- GED -- or a diploma
received while in military service?

2c. Did you complete high school by:
1() Attending regular high school classes, 0() NA -59
2() Attending night school, or
3() Completing high school in some other way?

3. What is the highest grade or year of regular school or college that you have
completed? -60-61

HIGH SCHOOL OR LESS
01() Less than 8th grade
02() 8th grade through 11th grade
03() 12th grade

VOCATIONAL/TRADE SCHOOL (AFTER HIGH SCHOOL)
04() 1st year
05() 2nd year

JUNIOR/COMMUNITY COLLEGE
06() 1st year
07() 2nd year

4-YEAR COLLEGE
08() 1st through 3rd year
09() 4 year college graduate
10() POST GRADUATE WORK

4a. Are you currently employed outside your home?
1() Yes (#6a NEXT) 2() No -62

4b. IF NO IN Q. 4a:
Are you currently looking for work?
1() Yes (#10 NEXT) 0() NA -63
2() No (#10 NEXT)

5a. IF YES IN Q. 4a:
Is that part-time or full-time?
1() Part-time 0() NA -64
2() Full-time

5b. Are you:
1() Working for someone else, or 0() NA -65
2() Self-employed? (#6a NEXT)

5c. IF WORKING FOR SOMEONE ELSE IN Q. 5b, ASK:
Are you:
1() An employee of a private company, or 0() NA -66
2() A government employee (federal, state, or local)?

- 5d. How satisfied are you with your present job? Are you:
- | | | |
|--|-----------------|-----|
| 1() Extremely satisfied, | DO NOT READ | -67 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | 0() NA | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied? | | |
6. How often do you work on the weekend as part of your regular job? Would you say it is:
- | | | |
|----------------------------------|-------------|-----|
| 1() Every week, | DO NOT READ | -68 |
| 2() Two or three times a month, | 0() NA | |
| 3() Once a month, | | |
| 4() Less than once a month, or | | |
| 5() Hardly ever? | | |
7. How many years and months ago did you start working in your present job or primary job? (IF RESPONDENT DOES NOT KNOW EXACT NUMBER, ASK FOR AN APPROXIMATION)
- WRITE IN: _____ YEARS AND _____ MONTHS 000() NA -69-71
8. How many hours per week do you usually work at your job or jobs?
- NUMBER OF HOURS PER WEEK: _____ -72-73
(IF 49 OR MORE, ASK #10 NEXT)
00() NA
9. IF 48 HOURS OR FEWER IN Q. 8, ASK:
Have you been looking for a second job or another way to increase your income?
- | | | |
|----------|---------|-----|
| 1() Yes | 0() NA | -74 |
| 2() No | | |
10. How difficult is it for someone with your skills and training to get a full-time job in your area? Is it:
- | | | |
|--------------------------|-----------------|-----|
| 1() Very difficult, | DO NOT READ | -75 |
| 2() Somewhat difficult, | 9() Don't know | |
| 3() Somewhat easy, or | | |
| 4() Very easy? | | |
11. And how difficult is it for someone with your skills and training to get a part-time job in your area? Is it:
- | | | |
|--------------------------|-----------------|-----|
| 1() Very difficult, | DO NOT READ | -76 |
| 2() Somewhat difficult, | 9() Don't know | |
| 3() Somewhat easy, or | | |
| 4() Very easy? | | |
- 12a. Are you currently enrolled in any classes?
- | | | |
|----------|---------------------|-----|
| 1() Yes | 2() No (#15a NEXT) | -77 |
|----------|---------------------|-----|

12b. IF YES IN Q. 12a:

What is your current year in school?

HIGH SCHOOL

- 1() 8th grade through 11th grade (015a NEXT)
 2() 12th grade

0() NA

-78

VOCATIONAL/TRADE SCHOOL (BEYOND HIGH SCHOOL)

- 3() 1st year
 4() 2nd year

JUNIOR/COMMUNITY COLLEGE

- 5() 1st year
 6() 2nd year

4-YEAR COLLEGE

- 7() 1st through 3rd year
 8() 4th year

9() POST GRADUATE WORK

12c. IF VOCATIONAL/TRADE SCHOOL, JUNIOR/COMMUNITY COLLEGE, FOUR-YEAR COLLEGE OR POST GRADUATE WORK IN Q. 12b, ASK:

Are you working toward a specific degree?

- 1() Yes
 2() No

0() NA

-79

80-(1)
1-4-(DUP)

13. Are you using any kind of financial assistance?

- 1() Yes
 2() No (015a NEXT)

0() NA

-5

14. IF YES IN Q. 13:

Is any of that financial assistance from a federal grant or loan program?

- 1() Yes
 2() No

9() Don't know
 0() NA

-6

15a. What are your plans for the next few years -- what types of things do you think you'll be doing? (DO NOT READ LIST. CHECK ALL MENTIONED.)

- 1() Going to school
 2() Working
 3() Doing nothing
 4() Joining the military

9() Don't know

-7

▶ PROBE:

Anything else? () Other (SPECIFY):

-8

IF "JOINING THE MILITARY" NOT MENTIONED IN Q. 15a, ASK Q. 16a NEXT.

15b. IF JOINING THE MILITARY MENTIONED IN Q. 15a, ASK:

Which branch of service would you like to serve in most? (DO NOT READ LIST. CHECK ONLY ONE.)

- 1() Air Force
 2() Army
 3() Coast Guard
 4() Marine Corps
 5() Navy

9() Don't know
 0() NA

-9

15c. Which type of service would that be: (READ LIST. CHECK ONLY ONE.)

- 1() Active Duty,
 2() The Reserves, or
 3() The National Guard?

DO NOT READ
 9() Don't know
 0() NA

-10

15d. If you were not able to join that particular component for some reason, what would be your next choice? (DO NOT READ LIST. CHECK ONLY ONE.)

- 1() Air Force
 2() Army
 3() Coast Guard
 4() Marine Corps
 5() Navy

9() Don't know
 0() NA

-11

15e. Which type of service would that be: (READ LIST. CHECK ONLY ONE.)

- 1() Active Duty,
 2() The Reserves, or
 3() The National Guard?

DO NOT READ
 9() Don't know
 0() NA

-12

ACTIVES

-4-

16a. ASK OF ALL RESPONDENTS.

I'm going to read you a list of several things people like yourself might do in the next few years. You may have already mentioned one, however, for each one I read, please tell me how likely it is that you will be doing that.

For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Not Sure
a. Working in a factory	1()	2()	3()	4()	9() -13
b. Working at a desk in a business office	1()	2()	3()	4()	9() -14
c. Working as a salesperson ...	1()	2()	3()	4()	9() -15

(START WITH *D ITEM NEXT)

() d. Serving in the Army National Guard	1()	2()	3()	4()	9() -16
() e. Serving in the Air National Guard	1()	2()	3()	4()	9() -17
() f. Serving in the Army Reserves	1()	2()	3()	4()	9() -18
() g. Serving in the Air Force Reserves	1()	2()	3()	4()	9() -19
() h. Serving in the Marine Corps Reserves	1()	2()	3()	4()	9() -20
() i. Serving in the Naval Reserves	1()	2()	3()	4()	9() -21

(REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED)

16b. In the next few years, how likely is it that you would be (READ STATEMENT)?

(START WITH *D ITEM)

() a. Serving in the Coast Guard on Active Duty	1()	2()	3()	4()	9() -22
() b. Serving in the Army on Active Duty	1()	2()	3()	4()	9() -23
() c. Serving in the Air Force on Active Duty	1()	2()	3()	4()	9() -24
() d. Serving in the Marine Corps on Active Duty	1()	2()	3()	4()	9() -25
() e. Serving in the Navy on Active Duty	1()	2()	3()	4()	9() -26

(REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED)

16c. Now I'd like to ask you in another way about the likelihood of your serving in the active forces. Thinking of a scale from 0 to 10, with "10" standing for the very highest likelihood of serving and "0" standing for the very lowest likelihood of serving, how likely is it that you will be serving in the active forces in the next few years? (CIRCLE ONLY ONE NUMBER.)

LOWEST LIKELIHOOD	HIGHEST LIKELIHOOD	
00	10	99() DK -27-28
01		
02		
03		
04		
05		
06		
07		
08		
09		

★ REFER TO THE SMALLER BOX IN Q. 16b. IF ALL "4s" ARE MARKED, SKIP TO Q. 19. ★

16d. REFER TO LARGE DASHED BOX IN Q. 16b. IF NO ONE BRANCH IS CLEARLY PREFERRED BY THE RESPONDENT, ASK:

Among/between the (READ ITEMS TIED FOR MOST POSITIVE RATING), which are you most likely to join. (DO NOT READ LIST. CHECK ONLY ONE ANSWER.)

1() Coast Guard	9() Don't know	-29
2() Army	0() NA	
3() Air Force		
4() Marine Corps		
5() Navy		

ACTIVES

-5-

17. If you re-entered active military service, when do you think you would join --
Would you join: (READ LIST)

- 1() Within the next 6 months,
2() Between 6 months and a year from now,
3() Between a year and 2 years from now, or
4() More than 2 years from now?

DO NOT READ

- 8() Never
9() Don't know
0() NA

-30

18. If you re-entered the active forces, would you hope to serve as an officer or as an enlisted person?

- 1() Officer
2() Enlisted person

- 9() Don't know
0() NA

-31

GO TO Q. 20 NEXT.



REFER TO SMALLER BOX IN Q. 16b. ASK Q. 19 ONLY IF ALL 4's ARE MARKED.

19. You said that you would definitely not re-enter an active branch of the military. People have different reasons for not wanting to re-enter the active forces. I am going to read you a list of reasons that people like yourself have given for not wanting to re-enter. For each reason, please tell me if it is very important, somewhat important, only slightly important, or not at all important as a reason for you personally for not wanting to re-enter.

The (first/next) reason is (NAME *'D REASON). How important is that for you -- is it very important, somewhat important, only slightly important, or not at all important? (RECORD BELOW, THEN REPEAT FOR EACH REASON LISTED.)

Very Somewhat Only Not Don't Know/
Slightly At All Not Sure NA

(START WITH *'D ITEM)

- | | | | | | | |
|---|------|------|------|------|------|---------|
| () a. Separation from friends and family | 1() | 2() | 3() | 4() | 9() | 0()-32 |
| () b. Disagreement with the United States' national defense policies | 1() | 2() | 3() | 4() | 9() | 0()-33 |
| () c. Educational progress | 1() | 2() | 3() | 4() | 9() | 0()-34 |
| () d. Personal freedom | 1() | 2() | 3() | 4() | 9() | 0()-35 |
| ----- | | | | | | |
| () e. Military pay | 1() | 2() | 3() | 4() | 9() | 0()-36 |
| () f. Job satisfaction | 1() | 2() | 3() | 4() | 9() | 0()-37 |
| () g. The type of people who are in the military | 1() | 2() | 3() | 4() | 9() | 0()-38 |
| () h. Promotion opportunities | 1() | 2() | 3() | 4() | 9() | 0()-39 |
| ----- | | | | | | |
| () i. Retirement benefits | 1() | 2() | 3() | 4() | 9() | 0()-40 |
| () j. Lack of opportunities for re-training or learning a skill .. | 1() | 2() | 3() | 4() | 9() | 0()-41 |
| () k. Medical and dental benefits | 1() | 2() | 3() | 4() | 9() | 0()-42 |

(REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.)

(ALWAYS READ LAST:)

- Current plans for a civilian job .. 1() 2() 3() 4() 9() 0()-43

20. I'd like to change the topic now. I notice that you were in the (NAME SERVICE FROM Q. 3f ON SCREENER, 2ND PAGE). Overall, how satisfied were you with the time you spent in the (NAME SERVICE)? Were you: (READ LIST)

- 1() Very satisfied,
2() Somewhat satisfied,
3() Neither satisfied nor dissatisfied,
4() Somewhat dissatisfied, or
5() Very dissatisfied with the service?

DO NOT READ

- 8() Don't know

-44

ACTIVES

-6-

21a. Overall, how satisfied were you with the skills you obtained in the service? Were you: (READ LIST)

- | | | |
|--|-----------------|-----|
| 1() Very satisfied, | DO NOT READ | -45 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied? | | |

21b. Regardless of your assignment, do you feel the work you did used your skills: (READ LIST)

- | | | |
|----------------------------------|-----------------|-----|
| 1() All or most of the time, | DO NOT READ | -46 |
| 2() About half the time, | 9() Don't know | |
| 3() Only some of the time, | | |
| 4() Very little of the time, or | | |
| 5() Never? | | |

22. How satisfied were you with the pay grade or rank you held when you were separated. Were you: (READ LIST)

- | | | |
|---|-----------------|-----|
| 1() Very satisfied, | DO NOT READ | -47 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied with the pay grade you held? | | |

23. Think for a moment about other military personnel who had the same total years of service that you had. Which of the following statements best describes when you received your last promotion. Was it: (READ LIST)

- | | |
|---|-----|
| 1() Earlier than most people with the same years of service, | -48 |
| 2() At about the same time as most people with the same years of service, or | |
| 3() Later than most people with the same years of service? | |

DO NOT READ
9() Don't know

24. As they affected you, do you feel the military's promotion policies were fair?

- | | | |
|----------|-----------------|-----|
| 1() Yes | 9() Don't know | -49 |
| 2() No | | |

25. How useful has your skill training in the service been since your return to civilian life? Would you say it has been: (READ LIST)

- | | | |
|-------------------------------|-----------------|-----|
| 1() Very useful, | DO NOT READ | -50 |
| 2() Somewhat useful, | 9() Don't know | |
| 3() Only slightly useful, or | | |
| 4() Not at all useful? | | |

26a. And how satisfied have you been with your ability to meet your financial needs since you left the service? Would you say you are: (READ LIST)

- | | | |
|--|-----------------|-----|
| 1() Very satisfied, | DO NOT READ | -51 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied? | | |

26b. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or very unlikely to do. (READ LIST STARTING WITH STARRED ITEM)

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
() a. Look for a job, or look to change jobs	1()	2()	3()	4()	5()	9()-52
() b. Look for a way to make some extra money in your spare time	1()	2()	3()	4()	5()	9()-53
() c. Train for a new or higher level job	1()	2()	3()	4()	5()	9()-54
() d. Find out more about bonus programs or educational incentives for re-entering the military	1()	2()	3()	4()	5()	9()-55

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST ITEM IS NOT STARRED

- 27a. What about re-enlisting in the active forces -- in the next few years, how likely would you be to re-enlist in the active forces for four years? Would you say: (READ LIST)

1() Definitely,
2() Probably,
3() Probably not, or
4() Definitely not?

DO NOT READ
9() Don't know

-56

- 27b. How likely would you be to re-enlist in the active forces for four years if you were to receive a one-time bonus of (NAME ITEM) -- would you definitely re-enlist, probably re-enlist, probably not re-enlist, or definitely not re-enlist? (READ LIST; IF RESPONDENT SAYS "DEFINITELY" TO A PARTICULAR AMOUNT, STOP AT THAT AMOUNT AND GO TO Q. 28)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know	NA
\$1,000 for re-enlisting ... 1()	2()	3()	4()	9()	-57	
\$3,000 for re-enlisting ... 1()	2()	3()	4()	9()	0() -58	
\$5,000 for re-enlisting ... 1()	2()	3()	4()	9()	0() -59	

28. If you were to re-enter the active forces in the next 6 months in the same branch you served in, assuming no bonuses are in affect, at what paygrade would you expect to re-enter?

1() E1
2() E2
3() E3
4() E4
5() E5

6() E6
7() E7
8() E8
9() E9
Y() Officer grade
X() Don't know (#29b NEXT)

-60

- 29a. IF PAYGRADE MENTIONED IN Q. 28, ASK:

What do you estimate your total annual income before taxes would be if you re-entered the active service at this time in that paygrade and with your years of service?

(WRITE IN YEARLY AMOUNT): \$ _____

99999() Don't know -61-65
00000() NA

- 29b. What is the lowest paygrade at which you would be willing to re-enter?

1() E1
2() E2
3() E3
4() E4
5() E5

6() E6
7() E7
8() E8
9() E9
Y() Officer grade
X() Don't know

-66

- 30a. If the active forces were to pay you the same amount per year that you currently earn as a civilian or expect to earn within the next year, how likely is it that you would re-enter the active forces in the next few years? Would you say: (READ LIST)

1() Definitely,
2() Probably,
3() Probably not, or
4() Definitely not?

DO NOT READ
9() Don't know

-67

- 30b. At what level of total annual income before taxes would you seriously consider re-entering the active forces?

(WRITE IN YEARLY AMOUNT): \$ _____

DO NOT READ
99999() Would not re-enter -68-72
at any amount
99998() Don't know

ACTIVES

-8-

- 31a. The Army may be interested in people with your military skills. What is the smallest one time bonus you would accept to join the Army on active duty for four years starting at the pay grade you held at your separation from the active service?

(WRITE IN AMOUNT): \$ ____ . ____

DO NOT READ

99999() Would not enlist -73-77
at any amount
99998() Don't know

- 31b. Which of the following categories best describes your occupation when you were in the service: (READ LIST)

1() Combat arms,
2() Technical,
3() Maintenance,
4() Administrative, or
5() Support?
() Other (SPECIFY): _____

DO NOT READ

9() Don't know -78-79
80-(2)
1-4-(DUP)

- 31c. If you were to return to active duty, would you want to return to the same occupation?

1() Yes (#33 NEXT)
2() No

9() Don't know (#33 NEXT) -5

32. IF NO IN Q. 31c:

Which occupation would you prefer if you were to return to active duty -- Would it be: (READ LIST)

1() Combat arms,
2() Technical,
3() Maintenance,
4() Administrative, or
5() Support?
() Other (SPECIFY): _____

DO NOT READ

9() Don't know -6-7
() NA

33. I am going to read you a list of reasons people like yourself have given for leaving the military service. For each reason I read, please tell me if it was very much, somewhat, only slightly, or not at all important as a reason you personally left the service. (READ LIST STARTING WITH STARRED ITEM)

	Very Much	Somewhat	Only Slightly	Not At All	Don't Know	
() a. Failure to get promoted	1()	2()	3()	4()	9()	-8
() b. Regimented way of life	1()	2()	3()	4()	9()	-9
() c. Too many trivial rules and regulations	1()	2()	3()	4()	9()	-10
() d. Disruption of family life	1()	2()	3()	4()	9()	-11
() e. Wanting to start a family	1()	2()	3()	4()	9()	-12
() f. Getting married	1()	2()	3()	4()	9()	-13
() g. Lack of benefits	1()	2()	3()	4()	9()	-14
() h. Loss of benefits	1()	2()	3()	4()	9()	-15
() i. Inadequate pay	1()	2()	3()	4()	9()	-16
() j. Occupational assignment	1()	2()	3()	4()	9()	-17
() k. Better opportunities as a civilian. 1()	2()	3()	4()	9()	-18	

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

- 34a. Overall, would you say you have been: (READ LIST)

1() More satisfied as a civilian than in the military,
2() Equally satisfied as a civilian and in the military, or
3() More satisfied in the military than as a civilian?

-19

DO NOT READ

9() Don't know

ACTIVES

-9-

34b. When you think now about the time, place, and situation you were in when you decided to leave the service, would you still decide to leave?

- 1() Yes 9() Don't know -20
2() No

35a. How many times since you left the service have you moved your household more than 100 miles? (DO NOT READ LIST. CHECK APPROPRIATE NUMBER.)

- 0() None 5() Five -21
1() One 6() Six
2() Two 7() Seven
3() Three 8() Eight or more
4() Four

35b. Do you now live within an hour's drive of where you last attended high school?

- 1() Yes 9() Don't know -22
2() No

35c. When you left the military, what was the most important reason in deciding where you went to live? DO NOT READ LIST (ALLOW ONLY ONE ANSWER)

- 01() Returning to a place you had lived previously -23-24
02() Being near a boyfriend/girlfriend, or husband/wife
03() Being near a close friend or buddy
04() Being near one's parents
05() Moving to a pretty part of the country
06() A specific job
07() Good job opportunities, in general
() Other (SPECIFY) _____

99() Don't know

36a. Have you ever belonged to a veterans organization?

- 1() Yes -25
2() No (#37 NEXT)

36b. IF YES IN Q. 36a:

Which organization or organizations? (DO NOT READ LIST)

- 01() American Legion 00() NA -26-27
02() Veterans of Foreign Wars
03() Jewish War Veterans
04() Disabled American Veterans -28-29
05() Catholic War Veterans
06() Amvets
07() Blind Veterans Association
() Other (SPECIFY): _____

37. Do you think your (girlfriend or wife/boyfriend or husband) would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased, if you were to re-enter the active military?

- 1() Very pleased (#39 NEXT) 8() Do not have a girlfriend/ -30
2() Somewhat pleased wife, or boyfriend/
3() Neither pleased nor displeased husband (#39 NEXT)
4() Somewhat displeased 9() Don't know
5() Very displeased

38a. IF SOMEWHAT PLEASED, NEITHER PLEASED NOR DISPLEASED, SOMEWHAT DISPLEASED, VERY DISPLEASED, OR DON'T KNOW IN Q. 37, ASK:

If you discussed re-entering with your (girlfriend or wife/boyfriend or husband) and found out that he/she would be very pleased if you re-entered in the active forces, would this have any influence on your feelings about re-entering the active forces?

- 1() Yes -31
2() No
8() Already discussed topic with spouse and he/she would not be very pleased (#39 NEXT)
9() Don't know
01() NA

38b. IF YES IN Q. 38a, ASK:

How likely would you be to re-enter if you found out he/she would be very pleased -- would you: (READ LIST)

- 1() Definitely re-enter,
2() Probably re-enter,
3() Probably not re-enter, or
4() Definitely not re-enter?

DO NOT READ

-32

9() Don't know
0() NA

39. How about your closest friends -- would you say that most of them would be very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable toward your re-entering the active military?

- 1() Very favorable
2() Somewhat favorable
3() Neither favorable nor unfavorable
4() Somewhat unfavorable
5() Very unfavorable

9() Don't know

-33

40. If a good friend of yours asked your advice about seeing a military recruiter, would you be: (READ LIST)

- 1() Very encouraging,
2() Somewhat encouraging,
3() Neither encouraging nor discouraging,
4() Somewhat discouraging, or
5() Very discouraging about his or her seeing a military recruiter?

DO NOT READ

-34

9() Don't know



REFER TO Q. 5b. IF "WORKING FOR SOMEONE ELSE," ASK Q. 41. IF NOT WORKING FOR SOMEONE ELSE, GO TO Q. 42.

41. In the past year, have you talked with any co-workers about re-entering the active forces?

- 1() Yes
2() No

9() Don't know
0() NA

-35

42. Have any of your close relatives been career military personnel?

- 1() Yes
2() No

9() Don't know

-36

43. Do you know anyone who is a veteran and who re-entered either the Active or Reserve forces within the last 6 months or so?

- 1() Yes

2() No
9() Don't know

-37

44. I would like to ask you a few questions about the Individual Ready Reserve, the IRR. I'm going to read a series of statements about the IRR. Please tell me if each is true or false.

	True	False	Don't Know
People in the IRR must attend summer training sessions.	1()	2()	9() -38
People in the IRR do not have to drill or serve			
actively unless there is a national emergency	1()	2()	9() -39
You are now in the IRR	1()	2()	9() -40



REFER TO Q. 4a. IF NOT EMPLOYED, ASK Q. 46a NEXT.

45a. IF EMPLOYED IN Q. 4a, ASK:

Do you belong to any formal or informal organizations at your place of work?

- 1() Yes
2() No (#46a NEXT)

0() NA

-41

45b. IF YES IN Q. 45a:

Approximately how many hours do you devote to these organizations each week?

(WRITE IN # OF HOURS): _____

00() NA

-42-43

ACTIVES

-11-

46a. Do you belong to any formal or informal organizations in your community or place of worship?

1() Yes 2() No (#47a NEXT) -44

46b. IF YES IN Q. 46a:

Approximately how many hours do you devote to these organizations each week?

(WRITE IN # OF HOURS): _____ 00() NA -45-46

47a. Do you belong to any formal or informal hobby or sports groups or clubs?

1() Yes 2() No (#48 NEXT) -47

47b. IF YES IN Q. 47a:

Approximately how many hours do you devote to these groups or clubs each week?

(WRITE IN # OF HOURS): _____ 99() NA -48-49

48. Now I'm going to read you a list of several statements. For each statement I read, please tell me if you agree with it strongly, agree somewhat, disagree somewhat, or disagree strongly. The first statement is (READ "D STATEMENT"). Do you agree with that strongly, agree somewhat, disagree somewhat, or disagree strongly. (REPEAT FOR EACH ITEM).

	AGREE		DISAGREE		Don't Know
	Strongly	Somewhat	Somewhat	Strongly	
() a. I feel really fulfilled when I'm working hard at something	1()	2()	3()	4()	9() -50
() b. You learn that there are things more important than your own self when you're in the military	1()	2()	3()	4()	9() -51
() c. I feel somewhat lost in civilian life	1()	2()	3()	4()	9() -52
() d. The military taught me how to compete with others in a cooperative way ...	1()	2()	3()	4()	9() -53

() e. Military training has no room for individuality	1()	2()	3()	4()	9() -54
() f. I really felt a part of something important when I was in the military	1()	2()	3()	4()	9() -55
() g. I really learned how to cooperate as part of a military team	1()	2()	3()	4()	9() -56
() h. I feel less like a part of something important as a civilian	1()	2()	3()	4()	9() -57

() i. Military training builds you up as a valuable member of a team	1()	2()	3()	4()	9() -58
() j. I really found myself when I served in the military	1()	2()	3()	4()	9() -59

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STATED.

49. And now a few questions to be sure we are talking to people from various different groups.

Are you currently: (READ LIST)

- 1() Married.
2() Widowed,
3() Separated,
4() Divorced, or
5() Single? (#61a NEXT)

-60

54a. IF MARRIED, WIDOWED, SEPARATED, OR DIVORCED IN Q. 49, ASK:
Did you get married while serving on active duty in the military?

1() Yes
2() No

0() NA

-61

IF NO IN Q. 50a AND MARRIED IN Q. 49, ASK Q. 50c NEXT.
IF NO IN Q. 50a AND WIDOWED, SEPARATED, OR DIVORCED IN Q. 49, ASK Q. 51a NEXT.

50b. IF YES IN Q. 50a, ASK:
When you married, was your spouse:

1() On active duty at the time,
2() In the National Guard or Reserves at the time, or
3() A civilian at the time?

-62

IF WIDOWED, SEPARATED OR DIVORCED IN Q. 49, ASK Q. 51a NEXT.

50c. IF MARRIED IN Q. 49, ASK:
I'm going to read you a number of things your spouse may or may not be doing currently. Please tell me all that apply. (READ LIST; CHECK ALL THAT APPLY)

01() Working for pay at a full-time job, 00() NA
02() Working for pay at a part-time job, -63-64
03() Enrolled in graduate or professional school, -65-66
04() Taking academic courses at a two- or four-year college,
05() Taking vocational or technical courses at any kind of school or college,
06() On active duty in the Armed Forces,
07() A member of the National Guard or Reserve Forces,
08() A homemaker with no job outside the home,
09() On temporary layoff from work, looking for work, or waiting to report to work, or
10() Doing something else?

51a. Not including yourself, how many dependents do you have?

0() None (#52a NEXT)
1() One
2() Two

3() Three
4() Four
5() Five or more

-67

51b. IF AT LEAST ONE DEPENDENT IN Q. 51a, ASK:
Do you have any children below the age of six?

1() Yes
2() No

0() NA

-68

52a. Did you live with either your father, stepfather or a male guardian during most of your first fourteen years of life?

1() Yes

2() No
3() Refused (#53a NEXT)

-69

52b. IF YES IN Q. 52a:
What was the highest educational level he completed? (PROBE: If you are not sure, please give me your best guess.)

HIGH SCHOOL

01() Less than 8th grade
02() 8th grade through 11th grade
03() 12th grade

99() Don't know
00() NA

-70-71

VOCATIONAL/TRADE SCHOOL (AFTER HIGH SCHOOL)

04() 1st year
05() 2nd year

JUNIOR/COMMUNITY COLLEGE

06() 1st year
07() 2nd year

4-YEAR COLLEGE

08() 1st through 3rd year
09() 4th year college graduate

10() POST GRADUATE WORK

ACTIVES

-13-

53a. Did you live with either your mother, stepmother or a female guardian during most of your first fourteen years of life?

1() Yes

2() No

8() Refused

(064 NEXT)

-72

53b. IF YES IN Q. 53a:

What was the highest educational level she completed? (PROBE: If you are not sure, please give me your best guess.)

HIGH SCHOOL

01() Less than 8th grade

02() 8th grade through 11th grade

03() 12th grade

99() Don't know

-73-74

00() NA

VOCATIONAL/TRADE SCHOOL (AFTER HIGH SCHOOL)

04() 1st year

05() 2nd year

JUNIOR/COMMUNITY COLLEGE

06() 1st year

07() 2nd year

4-YEAR COLLEGE

08() 1st through 3rd year

09() 4th year college graduate

10() POST GRADUATE WORK

54. Do you own your own home?

1() Yes

2() No

-75

55a. Just to be sure we are representing all groups in our survey, please tell me whether you consider yourself: (READ LIST)

1() White,

2() Black,

3() Asian or Pacific Islander, or

4() American Indian or Alaskan Native?

DO NOT READ

9() Refused

-76

55b. Are you of Hispanic background?

1() Yes, Hispanic background

2() No, not Hispanic background

8() Refused

-77

5b. What is your current principal occupation? That is, what do you do -- not where do you work.

(WRITE IN):

FOR OFFICE USE ONLY

78-79-

Professional or technical	01
Manager or administrator	02
Sales worker	03
Clerical worker	04
Crafts worker	05
Machine operator or laborer	06
Farmer, farm manager, or farm labor	07
Service worker	08
Military worker	09
Homemaker	10
Student	11
Retired	12
Undetermined	88
Refused	99

ACTIVES

-14-

80-(3)
1-4-(DUP)

57a. Which of the following categories best describes your 1982 income before taxes, not including anyone else in your household: (READ LIST)

- 1() Under \$7,000,
- 2() \$7,000 to just under \$10,000,
- 3() \$10,000 to just under \$15,000,
- 4() \$15,000 to just under \$20,000,
- 5() \$20,000 to just under \$25,000,
- 6() \$25,000 to just under \$35,000,
- 7() \$35,000 to just under \$50,000, or
- 8() \$50,000 or more?

DO NOT READ

-5

- 9() Refused/don't know
- X() Not working, has no income

IF NOT MARRIED (Q. 50a), GO TO Q. 58 NEXT.

57b. IF MARRIED (Q. 50a), ASK:

Which of the following categories best describes your spouse's 1982 income before taxes: (READ LIST)

- 1() Under \$7,000,
- 2() \$7,000 to just under \$10,000,
- 3() \$10,000 to just under \$15,000,
- 4() \$15,000 to just under \$20,000,
- 5() \$20,000 to just under \$25,000,
- 6() \$25,000 to just under \$35,000,
- 7() \$35,000 to just under \$50,000, or
- 8() \$50,000 or more?

DO NOT READ

-6

- 9() Refused/don't know
- X() Not working, has no income
- 0() NA

58. THANK RESPONDENT FOR HIS/HER TIME AND COOPERATION.

RESPONDENT _____ PHONE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
INTERVIEWER _____ DATE _____
INTERVIEWER ID # _____

TIME INTERVIEW COMPLETED: _____ : _____ () AM () PM

COMPLETION TIME _ _

AREA CODE 7-
8-
9-

EXCH 10-
11-
12-

NO 13-
14-
15-
16-

ST 17-
18-

MONTH 19-
20-

DAY 21-
22-

COMPLETION TIME 23-
24-

INT ID# 25-
26-
27-

28-79-(BLANK)
80-(4)

"RESERVE COMPONENTS" QUESTIONNAIRE VERSION

ARBOR, INC.
3401 Market Street
Philadelphia, Pennsylvania 19104

October/November, 1983
Job #9950

OMB #0704-0107
Expires: 30 September 1986

SAMPLE SEGMENT: VETERANS ATTITUDE TRACKING STUDY

VERSION: 54-

NO. _____
BLK. _____
ST. _____
SRV. _____

1983 QUESTIONNAIRE

RESERVES A1 _____
A2 _____
B1 _____
B2 _____

1. How old were you on your last birthday? (WRITE IN) -55-56
- 2a. Do you have a high school diploma?
1() Yes 2() No (#3 NEXT) -57
- 2b. IF YES IN Q. 2a:
Is that:
1() A regular diploma, or 0() NA -58
2() A high school equivalency degree -- GED -- or a diploma
received while in military service?
- 2c. Did you complete high school by:
1() Attending regular high school classes, 0() NA -59
2() Attending night school, or
3() Completing high school in some other way?
3. What is the highest grade or year of regular school or college that you have
completed? -60-61
HIGH SCHOOL OR LESS
01() Less than 8th grade
02() 8th grade through 11th grade
03() 12th grade
VOCATIONAL/TRADE SCHOOL (AFTER HIGH SCHOOL)
04() 1st year
05() 2nd year
JUNIOR/COMMUNITY COLLEGE
06() 1st year
07() 2nd year
4-YEAR COLLEGE
08() 1st through 3rd year
09() 4 year college graduate
10() POST GRADUATE WORK
- 4a. Are you currently employed outside your home?
1() Yes (#5a NEXT) 2() No -62
- 4b. IF NO IN Q. 4a:
Are you currently looking for work?
1() Yes (#10 NEXT) 0() NA -63
2() No (#10 NEXT)
- 5a. IF YES IN Q. 4a:
Is that part-time or full-time?
1() Part-time 0() NA -64
2() Full-time
- 5b. Are you:
1() Working for someone else, or 0() NA -65
2() Self-employed? (#5d NEXT)
- 5c. IF WORKING FOR SOMEONE ELSE IN Q. 5b, ASK:
Are you:
1() An employee of a private company, or 0() NA -66
2() A government employee (federal, state, or local)?

5d. How satisfied are you with your present job? Are you:

- 1() Extremely satisfied,
- 2() Somewhat satisfied,
- 3() Neither satisfied nor dissatisfied,
- 4() Somewhat dissatisfied, or
- 5() Very dissatisfied?

DO NOT READ

9() Don't know
0() NA

-67

6. How often do you work on the weekend as part of your regular job? Would you say it is:

- 1() Every week,
- 2() Two or three times a month,
- 3() Once a month,
- 4() Less than once a month, or
- 5() Hardly ever?

DO NOT READ

0() NA

-68

7. How many years and months ago did you start working in your present job or primary job? (IF RESPONDENT DOES NOT KNOW EXACT NUMBER, ASK FOR AN APPROXIMATION)

WRITE IN: _____ YEARS AND _____ MONTHS UUU() NA

-69-71

8. How many hours per week do you usually work at your job or jobs?

NUMBER OF HOURS PER WEEK: _____
(IF 49 OR MORE, ASK #10 NEXT)
00() NA

-72-73

9. IF 48 HOURS OR FEWER IN Q. 8, ASK:

Have you been looking for a second job or another way to increase your income?

- 1() Yes
- 2() No

U() NA

-74

10. How difficult is it for someone with your skills and training to get a full-time job in your area? Is it:

- 1() Very difficult,
- 2() Somewhat difficult,
- 3() Somewhat easy, or
- 4() Very easy?

DO NOT READ

9() Don't know

-75

11. And how difficult is it for someone with your skills and training to get a part-time job in your area? Is it:

- 1() Very difficult,
- 2() Somewhat difficult,
- 3() Somewhat easy, or
- 4() Very easy?

DO NOT READ

9() Don't know

-76

12a. Are you currently enrolled in any classes?

- 1() Yes

2() No (#15a NEXT)

-77

12b. IF YES IN Q. 12a:

What is your current year in school?

HIGH SCHOOL

1() 8th grade through 11th grade

2() 12th grade

(#15a NEXT)

0() NA

-78

VOCATIONAL/TRADE SCHOOL (BEYOND HIGH SCHOOL)

3() 1st year

4() 2nd year

JUNIOR/COMMUNITY COLLEGE

5() 1st year

6() 2nd year

4-YEAR COLLEGE

7() 1st through 3rd year

8() 4th year

9() POST GRADUATE WORK

12c. IF VOCATIONAL/TRADE SCHOOL, JUNIOR/COMMUNITY COLLEGE, FOUR-YEAR COLLEGE OR POST GRADUATE WORK IN Q. 12b, ASK:

Are you working toward a specific degree?

1() Yes

2() No

0() NA

-79

80-(1)

1-4-(DUP)

13. Are you using any kind of financial assistance?

1() Yes

2() No (#15a NEXT)

0() NA

-5

14. IF YES IN Q. 13:

Is any of that financial assistance from a federal grant or loan program?

1() Yes

2() No

9() Don't know

0() NA

-6

15a. What are your plans for the next few years -- what types of things do you think you'll be doing? (DO NOT READ LIST. CHECK ALL MENTIONED.)

1() Going to school

2() Working

3() Doing nothing

4() Joining the military

5() Other (SPECIFY):

9() Don't know

0() NA

-7

▶ PROBE:

Anything else? () Other (SPECIFY):

-8

IF "JOINING THE MILITARY" NOT MENTIONED IN Q. 15a, ASK Q. 16a NEXT.

15b. IF JOINING THE MILITARY MENTIONED IN Q. 15a, ASK:

Which branch of service would you like to serve in most? (DO NOT READ LIST. CHECK ONLY ONE.)

1() Air Force

2() Army

3() Coast Guard

4() Marine Corps

5() Navy

9() Don't know

0() NA

-9

15c. Which type of service would that be: (READ LIST. CHECK ONLY ONE.)

1() Active Duty,

2() The Reserves, or

3() The National Guard?

DO NOT READ

9() Don't know

0() NA

-10

15d. If you were not able to join that particular component for some reason, what would be your next choice? (DO NOT READ LIST. CHECK ONLY ONE.)

1() Air Force

2() Army

3() Coast Guard

4() Marine Corps

5() Navy

9() Don't know

0() NA

-11

15e. Which type of service would that be: (READ LIST. CHECK ONLY ONE.)

1() Active Duty,

2() The Reserves, or

3() The National Guard?

DO NOT READ

9() Don't know

0() NA

-12

16a. ASK OF ALL RESPONDENTS.

I'm going to read you a list of several things people like yourself might do in the next few years. You may have already mentioned one, however, for each one I read, please tell me how likely it is that you will be doing that.

For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Not Sure
a. Working in a factory	1()	2()	3()	4()	9() -13
b. Working at a desk in a business office	1()	2()	3()	4()	9() -14
c. Working as a salesperson ...	1()	2()	3()	4()	9() -15

(START WITH *D ITEM NEXT)

() d. Serving in the Army National Guard	1()	2()	3()	4()	9() -16
() e. Serving in the Air National Guard	1()	2()	3()	4()	9() -17
() f. Serving in the Army Reserves	1()	2()	3()	4()	9() -18
() g. Serving in the Air Force Reserves	1()	2()	3()	4()	9() -19
() h. Serving in the Marine Corps Reserves	1()	2()	3()	4()	9() -20
() i. Serving in the Naval Reserves	1()	2()	3()	4()	9() -21

(REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED)

16b. In the next few years, how likely is it that you would be: (READ STATEMENT)?

(START WITH *D ITEM)

() k. Serving in the Coast Guard on Active Duty	1()	2()	3()	4()	9() -22
() l. Serving in the Army on Active Duty	1()	2()	3()	4()	9() -23
() m. Serving in the Air Force on Active Duty	1()	2()	3()	4()	9() -24
() n. Serving in the Marine Corps on Active Duty	1()	2()	3()	4()	9() -25
() o. Serving in the Navy on Active Duty	1()	2()	3()	4()	9() -26

(REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED)

16c. Now I'd like to ask you in another way about the likelihood of your serving in the National Guard or Reserves. Thinking of a scale from 0 to 10, with "10" standing for the very highest likelihood of serving and "0" standing for the very lowest likelihood of serving, how likely is it that you will be serving in the National Guard or Reserves in the next few years? (CIRCLE ONLY ONE NUMBER.)

LOWEST
LIKELIHOOD

HIGHEST
LIKELIHOOD

00 01 02 03 04 05 06 07 08 09 10 99() DK -27-28

★ REFER TO THE SMALLER BOX IN Q. 16a. IF ALL "4s" ARE MARKED, SKIP TO Q. 19. ★

16d. REFER TO LARGE DASHED BOX IN Q. 16a. IF NO ONE BRANCH IS CLEARLY PREFERRED BY THE RESPONDENT, ASK:

Among/between the (READ ITEMS TIED FOR MOST POSITIVE RATING), which are you most likely to join. (DO NOT READ LIST. CHECK ONLY ONE ANSWER.)

1() Coast Guard	9() Don't know	-29
2() Army	0() NA	
3() Air Force		
4() Marine Corps		
5() Navy		

17. If you enlisted in the Guard/Reserve, when do you think you would join -- Would you join: (READ LIST)

- 1() Within the next 6 months,
2() Between 6 months and a year from now,
3() Between a year and 2 years from now, or
4() More than 2 years from now?

DO NOT READ

-30

- 8() Never
9() Don't know
0() NA

18. If you joined the Guard/Reserve, would you hope to serve as an officer or as an enlisted person?

- 1() Officer
2() Enlisted person

- 9() Don't know
0() NA

-31

GO TO Q. 20 NEXT.

REFER TO SMALLER BOX IN Q. 16a. ASK Q. 19, ONLY IF ALL 4's ARE MARKED.

19. You said that you would definitely not enlist in any component of the Guard/Reserve. People have different reasons for not wanting to enlist in the Guard/Reserve. I am going to read you a list of reasons that people like yourself have given for not wanting to enlist. For each reason, please tell me if it is very important, somewhat important, only slightly important, or not at all important as a reason for you personally for not wanting to enlist.

The (first/next) reason is (NAME *D REASON). How important is that for you -- is it very important, somewhat important, only slightly important, or not at all important? (RECORD BELOW, THEN REPEAT FOR EACH REASON LISTED.)

	Very	Somewhat	Only Slightly	Not At All	Don't Know/Not Sure	NA
() a. Disagreement with the United States' national defense policies	1()	2()	3()	4()	9()	0()-32
() b. Education progress	1()	2()	3()	4()	9()	0()-33
() c. Personal freedom	1()	2()	3()	4()	9()	0()-34
() d. Military pay	1()	2()	3()	4()	9()	0()-35
() e. Job satisfaction	1()	2()	3()	4()	9()	0()-36
() f. The type of people who are in the military	1()	2()	3()	4()	9()	0()-37
() g. Promotion opportunities	1()	2()	3()	4()	9()	0()-38
() h. Retirement benefits	1()	2()	3()	4()	9()	0()-39
() i. Lack of opportunities for re-training or learning a skill ..	1()	2()	3()	4()	9()	0()-40
() k. Medical and dental benefits	1()	2()	3()	4()	9()	0()-41

(REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.)

(ALWAYS READ LAST:)

► Current plans for a civilian job .. 1() 2() 3() 4() 9() 0()-42

20. I'd like to change the topic now. I notice that you were in the (NAME SERVICE FROM Q. 3f ON SCREENER, 2ND PAGE). Overall, how satisfied were you with the time you spent in the (NAME SERVICE)? Were you: (READ LIST)

- 1() Very satisfied,
2() Somewhat satisfied,
3() Neither satisfied nor dissatisfied,
4() Somewhat dissatisfied, or
5() Very dissatisfied with the service?

DO NOT READ

-44

- 9() Don't know

21a. Overall, how satisfied were you with the skills you obtained in the service? Were you: (READ LIST)

- | | | |
|--|-----------------|-----|
| 1() Very satisfied, | DO NOT READ | -45 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied? | | |

21b. Regardless of your assignment, do you feel the work you did used your skills: (READ LIST)

- | | | |
|----------------------------------|-----------------|-----|
| 1() All or most of the time, | DO NOT READ | -46 |
| 2() About half the time, | 9() Don't know | |
| 3() Only some of the time, | | |
| 4() Very little of the time, or | | |
| 5() Never? | | |

22. How satisfied were you with the pay grade or rank you held when you were separated. Were you: (READ LIST)

- | | | |
|---|-----------------|-----|
| 1() Very satisfied, | DO NOT READ | -47 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied with the pay grade you held? | | |

23. Think for a moment about other military personnel who had the same total years of service that you had. Which of the following statements best describes when you received your last promotion. Was it: (READ LIST)

- | | |
|---|-----|
| 1() Earlier than most people with the same years of service, | -48 |
| 2() At about the same time as most people with the same years of service, or | |
| 3() Later than most people with the same years of service? | |

DO NOT READ
9() Don't know

24. As they affected you, do you feel the military's promotion policies were fair?

- | | | |
|----------|-----------------|-----|
| 1() Yes | 9() Don't know | -49 |
| 2() No | | |

25. How useful has your skill training in the service been since your return to civilian life? Would you say it has been: (READ LIST)

- | | | |
|-------------------------------|-----------------|-----|
| 1() Very useful, | DO NOT READ | -50 |
| 2() Somewhat useful, | 9() Don't know | |
| 3() Only slightly useful, or | | |
| 4() Not at all useful? | | |

26a. And how satisfied have you been with your ability to meet your financial needs since you left the service? Would you say you are: (READ LIST)

- | | | |
|--|-----------------|-----|
| 1() Very satisfied, | DO NOT READ | -51 |
| 2() Somewhat satisfied, | 9() Don't know | |
| 3() Neither satisfied nor dissatisfied, | | |
| 4() Somewhat dissatisfied, or | | |
| 5() Very dissatisfied? | | |

26b. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or very unlikely to do. (READ LIST STARTING WITH STARRED ITEM)

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
() a. Look for a job, or look to change jobs	5()	4()	3()	2()	1()	9()-52
() b. Look for a way to make some extra money in your spare time	5()	4()	3()	2()	1()	9()-53
() c. Train for a new or higher level job	5()	4()	3()	2()	1()	9()-54
() d. Find out more about bonus programs or educational incentives for joining the military	5()	4()	3()	2()	1()	9()-55

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST ITEM IS NOT STARRED

27. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to happen? As I read each statement, please tell me if it would be very likely to happen, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to happen. (READ LIST STARTING WITH STARRED STATEMENT.)

	LIKELY			UNLIKELY		Don't
	Very	Somewhat	Neither	Somewhat	Very	Know
(START WITH *D ITEM)						
() a. Getting a chance to travel	1()	2()	3()	4()	5()	9()-57
() b. Having a chance to show your abilities	1()	2()	3()	4()	5()	9()-58
() c. Having military supervisors who would hassle or harass you	1()	2()	3()	4()	5()	9()-59
() d. Taking too much time away from your personal and social activities	1()	2()	3()	4()	5()	9()-60

() e. Being called to active duty in case of war	1()	2()	3()	4()	5()	9()-61
() f. Taking too much time away from your family during drills	1()	2()	3()	4()	5()	9()-62
() g. Being called to active duty in case of civil disturbances or riots	1()	2()	3()	4()	5()	9()-63
() h. Losing a chance for educational progress	1()	2()	3()	4()	5()	9()-64

() i. Being in combat during a disturbance or a war	1()	2()	3()	4()	5()	9()-65
() j. Losing a chance to progress toward a solid job and job security	1()	2()	3()	4()	5()	9()-66

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

28. Do you think that, considering your skills and your interests, the National Guard or Reserves would offer you personally: (READ LIST)

- 1() A good choice of jobs and training programs,
2() Some choice of jobs and training, or
3() Little or no choice of jobs and training programs?

DO NOT READ -67
9() Don't know

29. How much money do you think someone in your paygrade at separation would make in the Guard or Reserve, for each drill day -- each eight hours of drill?

\$ _____ PER DRILL DAY

999() Don't know

-68-70

GUARD/RESERVES

-8-

30a. If you were to join a National Guard/Reserve unit, would you be allowed to transfer to another unit, or to go inactive, if you moved to another geographic area?

- 1() Yes (#31 NEXT) 9() Don't know -71
2() No

30b. IF NO OR DON'T KNOW IN Q. 30a, ASK:

If it were possible to transfer or go inactive if you moved to another geographic area, how likely would you be to enlist -- would you:

- 1() Definitely enlist, DO NOT READ -72
2() Probably enlist, 9() Don't know
3() Probably not enlist, or 0() NA
4() Definitely not enlist?

31. If you were to join the Guard/Reserve, would your years of Guard/Reserve service count toward retirement benefits together with your years in the active forces?

- 1() Yes 9() Don't know -73
2() No

32. Can you decide to join the Guard/Reserve for one year at a time?

- 1() Yes 9() Don't know -74
2() No

33. How do you think it would affect you in a civilian job if you were to be a member of the National Guard or the Reserves? Would it: (READ LIST)

- 1() Help you, DO NOT READ -75
2() Have no effect, or 9() Don't know
3() Hurt you? 0() NA

★ IF RESPONDENT IS NOT EMPLOYED (Q. 4a) OR IS SELF-EMPLOYED (Q. 5b), SKIP TO Q. 37.

34a. How many people do you know who are employed in your company who are currently members of the National Guard or Reserves?

- (WRITE IN): _____ 00() None -76-77
99() Don't know
88() NA

34b. Does your company have a specific policy about National Guard or Reserve participation?

- 1() Yes 9() Don't know -78
2() No 0() NA

34c. With respect to Guard or Reserve participation, would you say the company is: (READ LIST)

- 1() Positive, DO NOT READ -79
2() Neutral, or 9() Don't know 80-(2)
3() Negative? 0() NA 1-4-(DUP)

35a. Have you talked with any supervisor in the last year about company policy on this, or has any supervisor ever talked with you?

- 1() Yes 9() Don't know -5
2() No 0() NA

35b. Within the last year, have you seen any notices, posters, or other literature where you work encouraging employees to be Guard/Reserve members or stating that your company supports the Guard/Reserve?

- 1() Yes 9() Don't know -6
2() No 0() NA

36. In the past year, have you talked with any co-workers about enlisting in the Guard/Reserve?

- 1() Yes 9() Don't know -7
2() No 0() NA

37. How likely would you be to join the National Guard or Reserves for six years if you were to receive a one-time bonus of (NAME ITEM) -- would you definitely join, probably join, probably not join, or definitely not join? (READ LIST; IF RESPONDENT SAYS "DEFINITELY" TO A PARTICULAR AMOUNT, STOP AT THAT AMOUNT AND GO TO Q. 38a.)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know	NA
\$1,000 for joining	1()	2()	3()	4()	9()	-8
\$2,000 for joining	1()	2()	3()	4()	9()	0() -9
\$3,000 for joining	1()	2()	3()	4()	9()	0() -10

- 38a. Have you tried to find out if there is a Guard/Reserve unit close enough to you to join?

1() Yes 2() No (#40a NEXT) -11

- 38b. IF YES IN Q. 38a:

Is there a National Guard or Reserve unit close enough to you to join?

1() Yes 9() Don't know (#40a NEXT) -12
2() No (#40a NEXT) 0() NA

39. IF YES IN Q. 38b, ASK:

Does it have an opening for someone with your skills or training?

1() Yes 9() Don't know -13
2() No 0() NA

- 40a. I would like to ask you a few questions about the Individual Ready Reserve, the IRR. People who are in the IRR have had military training. They do not have to drill or serve actively, unless there is a national emergency during the time that they are Ready Reservists. (You yourself may now be in the Individual Ready Reserve.)

When people enlist in the military they agree to an overall six year service commitment. During the six years, any time at which they do not serve in either the Active Military or in a National Guard or Selected Reserve unit, they serve in the IRR.

How likely would you be to sign up for an additional three years in the IRR -- would you say:

1() Definitely (#41 NEXT) DO NOT READ -14
2() Probably 9() Don't know
3() Probably not, or
4() Definitely not?

- 40b. IF PROBABLY, PROBABLY NOT, DEFINITELY NOT, OR DON'T KNOW IN Q. 40a, ASK:

How likely would you be to sign up for an additional three years in the IRR if you were to receive (READ ITEM) -- would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know	NA
A one-time monetary bonus of \$900	1()	2()	3()	4()	9()	0() -15
An opportunity to participate in a low cost group life insurance program	1()	2()	3()	4()	9()	0() -16
An opportunity to participate in refresher training - that is two weeks annually - with full pay and allowances, and a one-time monetary bonus of \$900	1()	2()	3()	4()	9()	0() -17

41. How likely would you be to enlist in the Guard/Reserve if, on completion of Guard/Reserve duty, you were required to serve two additional years in the Individual Ready Reserve? Would you: (READ LIST)

1() Definitely enlist, DO NOT READ -18
2() Probably enlist, 9() Don't know
3() Probably not enlist, or
4() Definitely not enlist?

42. Since you were separated from service, have you: (READ LIST)

	<u>Yes</u>	<u>No</u>	
Attended an open house for a National Guard/Reserve unit in your area?	1()	2()	-19
Gone to a recruiting center to talk about joining the National Guard/Reserves?	1()	2()	-20
Talked to or been called by a recruiter from the National Guard/Reserves?	1()	2()	-21

43a. Do you think your (girlfriend or wife/boyfriend or husband) would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased, if you were to enlist in the National Guard/Reserves?

1() Very pleased (#43d NEXT)	8() Do not have a girlfriend/	-22
2() Somewhat pleased	wife, or boyfriend/	
3() Neither pleased nor displeased	husband (#43d NEXT)	
4() Somewhat displeased	9() Don't know	
5() Very displeased		

43b. IF SOMEWHAT PLEASED, NEITHER PLEASED NOR DISPLEASED, SOMEWHAT DISPLEASED, VERY DISPLEASED, OR DON'T KNOW IN Q. 43a, ASK:

If you discussed serving in the Guard/Reserve with your (girlfriend or wife/boyfriend or husband) and found out that he/she would be very pleased if you enlisted in the National Guard/Reserve, would this have any influence on your feelings about enlisting in the National Guard or Reserve?

1() Yes	-23
2() No	
3() Already discussed topic with spouse and he/she would not be very pleased	(#43d NEXT)
9() Don't know	
0() NA	

43c. IF YES IN Q. 43b, ASK:

How likely would you be to enlist if you found out he/she would be very pleased -- would you: (READ LIST)

1() Definitely enlist,	DO NOT READ	-24
2() Probably enlist,	9() Don't know	
3() Probably not enlist, or	0() NA	
4() Definitely not enlist?		

43d. How about your closest friends -- would you say that most of them would be very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable toward your enlisting in the National Guard/Reserves?

1() Very favorable	9() Don't know	-25
2() Somewhat favorable		
3() Neither favorable nor unfavorable		
4() Somewhat unfavorable		
5() Very unfavorable		

44. If a good friend of yours asked your advice about seeing a military recruiter, would you be:

1() Very encouraging,	DO NOT READ	-26
2() Somewhat encouraging,	9() Don't know	
3() Neither encouraging nor discouraging,		
4() Somewhat discouraging, or		
5() Very discouraging about his or her seeing a military recruiter?		

45. How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive (NAME ITEM) for enlisting -- would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist? (READ LIST; IF RESPONDENT SAYS "DEFINITELY" TO A PARTICULAR AMOUNT, STOP AT THAT AMOUNT AND GO TO Q. 46.)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know	NA
Tuition assistance of \$500 per year, for up to 4 years for a maximum of \$2,000	1()	2()	3()	4()	9()	-27
Tuition assistance of \$1,000 per year, for up to 4 years for a maximum of \$4,000	1()	2()	3()	4()	9()	0()-28
Tuition assistance of \$1,500 per year, for up to 4 years for a maximum of \$6,000	1()	2()	3()	4()	9()	0()-29

46. Have any of your close relatives been career military personnel?

1() Yes
2() No
9() Don't know -30

47. Do you know anyone who is a veteran and who re-entered either the Active or Reserve forces within the last 6 months or so?

1() Yes
2() No
8() Don't know -31

48. Now I'm going to read you a list of several statements. For each statement I read, please tell me if you agree with it strongly, agree somewhat, disagree somewhat, or disagree strongly. The first statement is (READ "D STATEMENT"). Do you agree with that strongly, agree somewhat, disagree somewhat, or disagree strongly. (REPEAT FOR EACH ITEM).

	AGREE		DISAGREE		Don't Know
	Strongly	Somewhat	Somewhat	Strongly	
() a. I feel really fulfilled when I'm working hard at something	1()	2()	3()	4()	9() -32
() b. You learn that there are things more important than your own self when you're in the military	1()	2()	3()	4()	9() -33
() c. I feel somewhat lost in civilian life	1()	2()	3()	4()	9() -34
() d. The military taught me how to compete with others in a cooperative way ...	1()	2()	3()	4()	9() -35
() e. Military training has no room for individuality	1()	2()	3()	4()	9() -36
() f. I really felt a part of something important when I was in the military	1()	2()	3()	4()	9() -37
() g. I really learned how to cooperate as part of a military team	1()	2()	3()	4()	9() -38
() h. I feel less like a part of something important as a civilian	1()	2()	3()	4()	9() -39
() i. Military training builds you up as a valuable member of a team	1()	2()	3()	4()	9() -40
() j. I really found myself when I served in the military	1()	2()	3()	4()	9() -41

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STABBED.

- 49a. Up to now we have been talking primarily about the National Guard and Reserves. What about re-enlisting in the active forces -- in the next few years, how likely would you be to re-enlist in the active forces for four years? Would you say: (READ LIST)

1() Definitely,
2() Probably,
3() Probably not, or
4() Definitely not?

DO NOT READ
9() Don't know

-42

- 49b. How likely would you be to re-enlist in the active forces for four years if you were to receive a one-time bonus of (NAME ITEM) -- would you definitely re-enlist, probably re-enlist, probably not re-enlist, or definitely not re-enlist? (READ LIST; IF RESPONDENT SAYS "DEFINITELY NOT" TO A PARTICULAR AMOUNT, STOP AT THAT AMOUNT AND GO TO Q. 50a.)

	Definitely	Probably	Probably Not	Definitely Not	Don't Know	NA
\$5,000 for re-enlisting .. 1()	2()	3()	4()	9()	-43	
\$3,000 for re-enlisting .. 1()	2()	3()	4()	9()	0()-44	
\$1,000 for re-enlisting .. 1()	2()	3()	4()	9()	0()-45	

- 50a. And now a few questions to be sure we are talking to people from various different groups.

Are you currently: (READ LIST)

1() Married,
2() Widowed,
3() Separated,
4() Divorced, or
5() Single? (#51a NEXT)

-46

- 50b. IF MARRIED, WIDOWED, SEPARATED, OR DIVORCED IN Q. 50a, ASK:
Did you get married while serving on active duty in the military?

1() Yes
2() No

0() NA

-47

IF NO IN Q. 50b AND MARRIED IN Q. 50a, ASK Q. 50d NEXT.
IF NO IN Q. 50b AND WIDOWED, SEPARATED, OR DIVORCED IN Q. 50a, ASK Q. 51a NEXT.

- 50c. IF YES IN Q. 50b, ASK:
When you married, was your spouse: (READ LIST)

1() On active duty at the time,
2() In the National Guard or Reserves at the time, or
3() A civilian at the time?

-48

IF WIDOWED, SEPARATED OR DIVORCED IN Q. 50a, ASK Q. 51a NEXT.

- 50d. IF MARRIED IN Q. 50a, ASK:
I'm going to read you a number of things your spouse may or may not be doing currently. Please tell me all that apply. (READ LIST; CHECK ALL THAT APPLY)

01() Working for pay at a full-time job, 00() NA
02() Working for pay at a part-time job, -49-50
03() Enrolled in graduate or professional school, -51-52
04() Taking academic courses at a two- or four-year college,
05() Taking vocational or technical courses at any kind of school or college,
06() On active duty in the Armed Forces,
07() A member of the National Guard or Reserve Forces,
08() A homemaker with no job outside the home,
09() On temporary layoff from work, looking for work, or waiting to report to work, or
10() Doing something else?

- 51a. Not including yourself, how many dependents do you have?

0() None (#52a NEXT) 3() Three
1() One 4() Four
2() Two 5() Five or more

-53

- 51b. IF AT LEAST ONE DEPENDENT IN Q. 51a, ASK:
Do you have any children below the age of six?

1() Yes
2() No

0() NA

-54

52a. Did you live with either your father, stepfather or a male guardian during most of your first fourteen years of life?

1() Yes

2() No

8() Refused (053a NEXT)

-55

52b. IF YES IN Q. 52a:

What was the highest educational level he completed? (PROBE: If you are not sure, please give me your best guess.)

HIGH SCHOOL OR LESS

01() Less than 8th grade

02() 8th grade through 11th grade

03() 12th grade

99() Don't know

00() NA

-56-57

VOCATIONAL/TRADE SCHOOL (AFTER HIGH SCHOOL)

04() 1st year

05() 2nd year

JUNIOR/COMMUNITY COLLEGE

06() 1st year

07() 2nd year

4-YEAR COLLEGE

08() 1st through 3rd year

09() 4th year college graduate

10() POST GRADUATE WORK

53a. Did you live with either your mother, stepmother or a female guardian during most of your first fourteen years of life?

1() Yes

2() No

8() Refused (054 NEXT)

-58

53b. IF YES IN Q. 53a:

What was the highest educational level she completed? (PROBE: If you are not sure, please give me your best guess.)

HIGH SCHOOL

01() Less than 8th grade

02() 8th grade through 11th grade

03() 12th grade

99() Don't know

00() NA

-59-60

VOCATIONAL/TRADE SCHOOL (AFTER HIGH SCHOOL)

04() 1st year

05() 2nd year

JUNIOR/COMMUNITY COLLEGE

06() 1st year

07() 2nd year

4-YEAR COLLEGE

08() 1st through 3rd year

09() 4th year college graduate

10() POST GRADUATE WORK

54. Do you own your own home?

1() Yes

2() No

-61

55a. Just to be sure we are representing all groups in our survey, please tell me whether you consider yourself: (READ LIST)

1() White,

2() Black,

3() Asian or Pacific Islander, or

4() American Indian or Alaskan Native?

DO NOT READ

8() Refused

-62

55b. Are you of Hispanic background?

1() Yes, Hispanic background

2() No, not Hispanic background

8() Refused

-63

56. What is your current principal occupation? That is, what do you do -- not where do you work.

(WRITE IN): _____

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	64-65-
Professional or technical	01
Manager or administrator	02
Sales worker	03
Clerical worker	04
Crafts worker	05
Machine operator or laborer	06
Farmer, farm manager, or farm labor	07
Service worker	08
Military worker	09
Homemaker	10
Student	11
Retired	12
Undetermined	88
Refused	99

57a. Which of the following categories best describes your 1982 income before taxes, not including anyone else in your household: (READ LIST)

- 1() Under \$7,000,
- 2() \$7,000 to just under \$10,000,
- 3() \$10,000 to just under \$15,000,
- 4() \$15,000 to just under \$20,000,
- 5() \$20,000 to just under \$25,000,
- 6() \$25,000 to just under \$35,000,
- 7() \$35,000 to just under \$50,000, or
- 8() \$50,000 or more?

DO NOT READ

-66

- 9() Refused/don't know
- X() Not working, has no income

IF NOT MARRIED (Q. 50a), GO TO Q. 58 NEXT.

57b. **IF MARRIED (Q. 50a), ASK:**

Finally, which of the following categories best describes your spouse's 1982 income before taxes: (READ LIST)

- 1() Under \$7,000,
- 2() \$7,000 to just under \$10,000,
- 3() \$10,000 to just under \$15,000,
- 4() \$15,000 to just under \$20,000,
- 5() \$20,000 to just under \$25,000,
- 6() \$25,000 to just under \$35,000,
- 7() \$35,000 to just under \$50,000, or
- 8() \$50,000 or more?

DO NOT READ

-67

- 9() Refused/don't know
- X() Not working, has no income
- U() NA

-15-

RESPONDENT _____ PHONE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
INTERVIEWER _____ DATE _____
INTERVIEWER ID# _____

68-79-(BLANK)
80-(3)
1-4-(DUP)
5-6-(BLANK)

AREA CODE 7-
8-
9-

EXCH 10-
11-
12-

NO 13-
14-
15-
16-

ST 17-
18-

MONTH 19-
20-

DAY 21-
22-

COMPLETION TIME 23-
24-

INT ID# 25-
26-
27-

28-79-(BLANK)
80-(4)

APPENDIX C

**THE EFFECT OF THE
"JOIN"/"ENLIST" WORDING
MANIPULATION ON PROPENSITY**

The way in which a question is worded is known to have the potential to influence responses to that question. To determine whether propensity is sensitive to the wording of the questionnaire item from which it is derived, and, if found to be sensitive, to determine the degree of sensitivity, the wording of one propensity question was manipulated experimentally.

Approximately half of the respondents given the Reserve Components questionnaire version were asked the following question:

"How likely would you be to **join** the National Guard or Reserve for six years if you were to receive a one-time bonus of \$1,000 for **joining** -- would you definitely **join**, probably **join**, probably not **join**, or definitely not **join**."

(This same question was also asked regarding a \$2,000 and \$3,000 bonus.)¹⁾ The other half of the respondents given the Reserve Components questionnaire version were asked a similar bonus question in which "enlist (in)" was substituted for "join" in those places indicated above in boldface.

The effect of this wording manipulation on the percentage indicating positive propensity is shown in Table C-1A on the following page. To assess the magnitude of the wording effect, the comparable mean propensity scores are presented in Table C-1B.

1) Half the respondents were presented the bonuses in descending order and the other half were presented the bonuses in ascending order. There was no evidence of an interaction between order and wording.

**TABLE C-1A: PROPENSITY AS A FUNCTION OF
THE JOIN/ENLIST WORDING MANIPULATION¹⁾
(IN PERCENTAGE WITH POSITIVE PROPENSITY)**

<u>BONUS LEVEL</u>	<u>MEN</u>		<u>WOMEN</u>	
	<u>"JOIN"</u>	<u>"ENLIST"</u>	<u>"JOIN"</u>	<u>"ENLIST"</u>
(BASE)	(987)	(970)	(271)	(339)
\$1,000	12.2*	8.0	13.1	11.6
\$2,000	16.1	13.5	19.9	16.2
\$3,000	22.6	21.1	32.0	26.2

**TABLE C-1B: PROPENSITY AS A FUNCTION OF THE
JOIN/ENLIST WORDING MANIPULATION (MEAN RESPONSES)^{2, 3)}
(MEAN SCORES)**

<u>BONUS LEVEL</u>	<u>MEN</u>			<u>WOMEN</u>		
	<u>"JOIN"</u>	<u>"ENLIST"</u>	<u>DIFFER- ENCE⁴⁾</u>	<u>"JOIN"</u>	<u>"ENLIST"</u>	<u>DIFFER- ENCE⁴⁾</u>
(BASE)	(987)	(970)		(271)	(339)	
\$1,000	1.51*	1.43	0.08	1.61	1.51	0.10
\$2,000	1.62	1.56	0.06	1.79	1.64	0.15
\$3,000	1.81	1.75	0.06	1.99	1.85	0.14

* Indicates the propensity associated with the "join" versus "enlist" wording differ reliably at the bonus level specified. (Based on a post hoc t-test.)

1,2) Responses associated with the "join" and "enlist" wordings of the question differ reliably across bonus levels.

3) 4 = Definitely join/enlist; 1 = Definitely not join/enlist.

4) Difference = (Join - Enlist).

Among men, the "join" wording is associated with greater propensity than the "enlist" wording. This is especially evident at the lowest bonus level. It should be noted, however, that even though there is a reliable effect of the wording manipulation, the difference in the mean propensity scores do not exceed a tenth of a point on a one-to-four-point scale. Although a similar pattern is evident among women, the differences are not necessarily reliable because of the smaller size of the female sample.

The "join" wording may be associated with higher propensity than the "enlist" wording because "join" may have more positive social connotations such as being part of a team or a member of a group. To test this hypothesis, the relationship of the responses to the bonus question to both reported enjoyment of the social aspects of military life and to reported difficulty fitting into civilian life were explored, under each wording. In other words, responses to the "join" and "enlist" bonus questions were correlated separately with scores on a measure of satisfaction with military life and with scores on a measure of fitting into civilian life.

Enjoying social aspects of the military was assessed by creating a summary measure from the following items:¹⁾

"You learn that there are things more important than your own self when you're in the military,"

"The military taught me how to compete with others in a cooperative way,"

"I really felt part of something important when I was in the military,"

"I really learned how to cooperate as part of a military team,"

"Military training builds you up as a valuable member of a team," and

"I really found myself when I served in the military."

1) The reliability of the scale comprising these items is .80 for men and .83 for women.

Difficulty fitting into civilian life was assessed by creating a summary measure based on the following two items:¹⁾

"I feel somewhat lost in civilian life," and

"I feel less like a part of something important as a civilian."

The Pearson correlation coefficients for the male sample resulting from correlating responses to the \$1,000 bonus item and the two measures in question appear below in Table C-2.²⁾ (The coefficients shown are reliably different from zero, indicating there is a relationship between responses to the variables in question and to the bonus-propensity questions.)

**TABLE C-2: FEELINGS ABOUT MILITARY AND CIVILIAN LIFE
AND THE WORDING OF THE BONUS PROPENSITY QUESTION:
MALE SAMPLE**

	<u>\$1,000 BONUS</u>	
	<u>"JOIN"</u>	<u>"ENLIST"</u>
<u>MEN</u>		
(BASE)	(961)	(923)
<u>Variable:</u>		
Enjoyed social aspects of the military	.26	.27
Feel estranged as a civilian	.31*	.18

* The correlation coefficient of the specified variable is reliably greater when correlated with responses to the "join" version of the question than to the "enlist" version of the question.

- 1) The reliability of the scale comprising these items is .61 for men and .68 for women.
- 2) The pattern of correlations for different bonus levels and for the female sample are similar to those appearing in the Table C-2.

As can be seen in Table C-2, feelings about the military's social environment and Reserve Components propensity are related positively. The wording of the enlistment bonus question does not influence this relationship, however. Veterans who were satisfied with the military's social environment appear to have similar propensity regardless of whether they are asked "How likely would you be to enlist?," or "How likely would you be to join?." The same holds true of those who were unsatisfied with the military's social environment.

Feelings about being somewhat out of place in civilian life and Reserve Components propensity are also related positively as shown in Table C-2. When the "join" wording is used, this relationship is stronger than when the "enlist" wording is used, however. Veterans who report feeling somewhat lost in civilian life are more likely to report positive propensity if they are asked "How likely would you be to join?" than if they are asked "How likely would you be to enlist?." Consequently, the wording of the propensity question appears to be especially important in addressing individuals having difficulty adjusting to civilian life.

APPENDIX D

**COEFFICIENTS OF THE DERIVED LINEAR EQUATIONS
RELATING WORK VARIABLES TO
RESERVE COMPONENTS AND ACTIVE FORCES PROPENSITY**

TABLE D-1: WORK-RELATED VARIABLES AND RESERVE COMPONENTS PROPENSITY

VARIABLE	SAMPLE			
	MEN		WOMEN	
	F-VALUE	WEIGHT (UNSTANDARDIZED) ¹⁾	F-VALUE	WEIGHT (UNSTANDARDIZED) ¹⁾
(Constant)	N/A	(2.254)	N/A	(2.572)
Employed by private sector	8.46*	-.121	<1.00	--
Self-employed	<1.00	--	5.71*	-.403
Occupation:				
Professional	<1.00	--	<1.00	--
Manager	<1.00	--	<1.00	--
Salesperson	<1.00	--	<1.00	--
Clerical worker	<1.00	--	<1.00	--
Skilled worker	<1.00	--	<1.00	--
Service worker	<1.00	--	<1.00	--
1982 pre-tax income	14.23*	-.042	<1.00	--
Hours worked per week	1.49	--	6.65*	.008
Job satisfaction	2.76	--	<1.00	--
Satisfaction with financial situation as a civilian	3.94*	-.030	11.33*	-.097
Usefulness of military skills in civilian life	20.50*	.061	11.62*	.094
Likelihood of:				
Looking for a job or to change jobs	<1.00	--	1.96	--
Looking for a way to make extra money	50.71*	.074	24.12*	.106
Training for a new or higher level job	7.05*	.030	6.03*	.058
Working in a factory in next few years	9.58*	.050	<1.00	--
Working at a desk in an office in next few years	1.73	--	1.21	--
Working as a salesperson in next few years	20.29*	.084	<1.00	--
Job tenure as percent of length of separation	<1.00	--	<1.00	--
Perceived difficulty of finding a job	<1.00	--	4.40*	.071

* Indicates a reliable relationship between the variable and Reserve Components propensity.

N/A Not available.

1) Only tabled when the F-value is associated with a probability of less than .05.

TABLE D-2: WORK-RELATED VARIABLES AND ACTIVE FORCES PROPENSITY

VARIABLE	SAMPLE			
	MEN		WOMEN	
	F-VALUE	WEIGHT (UNSTANDARDIZED) ¹⁾	F-VALUE	WEIGHT (UNSTANDARDIZED) ¹⁾
(Constant)	N/A	(2.853)	N/A	(2.958)
Employed by private sector	<1.00	--	3.21	--
Self-employed	1.91	--	12.74*	-.500
Occupation:				
Professional	<1.00	--	1.23	--
Manager	<1.00	--	5.81*	-.341
Salesperson	<1.00	--	5.33*	-.382
Clerical worker	5.83*	.172	<1.00	--
Skilled worker	2.88	--	3.54	--
Service worker	2.24	--	<1.00	--
1982 pre-tax income	6.16*	-.024	<1.00	--
Hours worked per week	<1.00	--	9.40*	.008
Job satisfaction	8.75*	-.043	<1.00	--
Satisfaction with financial situation as a civilian	25.20*	-.065	12.94*	-.086
Usefulness of military skills in civilian life	10.20*	.037	2.30	--
Likelihood of:				
Looking for a job or to change jobs	2.40	--	<1.00	--
Looking for a way to make extra money	15.54*	.034	2.22	--
Training for a new or higher level job	8.22*	.028	<1.00	--
Working in a factory in next few years	14.67*	.054	<1.00	--
Working at a desk in an office in next few years	1.66	--	<1.00	--
Working as a salesperson in next few years	12.71*	.058	<1.00	--
Job tenure as percent of length of separation	1.75	--	<1.00	--
Perceived difficulty of finding a job	<1.00	--	5.12*	.063

* Indicates a reliable relationship between the variable and Active Forces propensity.

N/A Not available.

1) Only tabled when the F-value is associated with a probability of less than .05.

TABLE D-2: WORK-RELATED VARIABLES AND ACTIVE FORCES PROPENSITY

VARIABLE	SAMPLE			
	MEN		WOMEN	
	F-VALUE	WEIGHT (UNSTANDARDIZED) ¹⁾	F-VALUE	WEIGHT (UNSTANDARDIZED) ¹⁾
(Constant)	N/A	(2.853)	N/A	(2.958)
Employed by private sector	<1.00	--	3.21	--
Self-employed	1.91	--	12.74*	-.500
Occupation:				
Professional	<1.00	--	1.23	--
Manager	<1.00	--	5.81*	-.341
Salesperson	<1.00	--	5.33*	-.382
Clerical worker	5.83*	.172	<1.00	--
Skilled worker	2.88	--	3.54	--
Service worker	2.24	--	<1.00	--
1982 pre-tax income	6.16*	-.024	<1.00	--
Hours worked per week	<1.00	--	9.40*	.008
Job satisfaction	8.75*	-.043	<1.00	--
Satisfaction with financial situation as a civilian	25.20*	-.065	12.94*	-.086
Usefulness of military skills in civilian life	10.20*	.037	2.30	--
Likelihood of:				
Looking for a job or to change jobs	2.40	--	<1.00	--
Looking for a way to make extra money	15.54*	.034	2.22	--
Training for a new or higher level job	8.22*	.028	<1.00	--
Working in a factory in next few years	14.67*	.054	<1.00	--
Working at a desk in an office in next few years	1.66	--	<1.00	--
Working as a salesperson in next few years	12.71*	.058	<1.00	--
Job tenure as percent of length of separation	1.75	--	<1.00	--
Perceived difficulty of finding a job	<1.00	--	5.12*	.063

* Indicates a reliable relationship between the variable and Active Forces propensity.

N/A Not available.

¹⁾ Only tabled when the F-value is associated with a probability of less than .05.

END

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